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EDITOR & PUBLISHER
THE FOURTH ESTATE

MEMBER A.B.P.

SUITE 1700 TIMES BUILDING, TIMES SQUARE, NEW YORK

Original second class entries: THE JOURNALIST, March 24th, 1884; NEWSPAPERDOM, March, 1892; THE FOURTH ESTATE, March 1st, 1894; THE EDITOR & PUBLISHER, December 7th, 1901; THE EDITOR & PUBLISHER AND JOURNALIST, October 30th, 1909; ADVERTISING, February 7th, 1925; EDITOR & PUBLISHER, May 11th, 1916; Revised entry, EDITOR & PUBLISHER THE FOURTH ESTATE, December 3rd, 1927, at the Post Office at New York, N. Y., under the act of March 3rd, 1879—issued every Saturday by THE EDITOR & PUBLISHER COMPANY, James Wright Brown, President.

Vol. 60. No. 36 | Two Sections Section One | NEW YORK, JANUARY 28, 1928 | By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign | 10¢ Per Copy

FARMER JURY HEARING $1,000,000 LIBEL SUIT

Business Manager of Memphis Press-Scimitar and Accountant Testify in First Week of Trial

(*By Telegraph to* EDITOR & PUBLISHER)

MEMPHIS, Tenn., Jan. 26.—A jury composed mostly of farmers is hearing the legal battle between the *Memphis Commercial-Appeal* and the *Memphis Press-Scimitar*. The Press-Scimitar is seeking $1,000,000 damages for charges printed in the Commercial-Appeal branding Press-Scimitar circulation claims "a plain falsehood." The suit is directed against the Commercial Publishing Company which published the Commercial-Appeal when the charges were made, and before the Commercial-Appeal and *Evening Appeal* were taken over by Col. Luke Lea.

The trial began last week and will probably last another week. J. A. Keefe, business manager of the Press-Scimitar, was on the stand for three days, subjected to the cross-questioning of Gus T. Fitzhugh, chief counsel for the Commercial Publishing Company.

Keefe spent hours on the stand telling of how the circulation records and route lists were consolidated after the merger of the *News-Scimitar* and Memphis *Press* in November of 1926. According to Keefe's testimony the duplicated circulation of the two papers was weeded out as the routes were consolidated and with all duplication removed the Press-Scimitar had 93,562 net paid circulation in April, 1927, when the Commercial-Appeal printed its attacks in full page advertisements.

Joseph F. Coerver, supervising auditor for Haskins & Sells of St. Louis, went on the stand Tuesday and was still on the stand Wednesday. The Haskins & Sells firm was employed to audit the Press-Scimitar circulation records in addition to the Audit Bureau of Circulations audit after the Commercial-Appeal attacks.

Coerver in his testimony told of the methods used in auditing the records and of how his auditors obtained almost exactly the same totals as the A. B. C. auditors, both audits verifying the Press-Scimitar circulation claims. Coerver's testimony was attacked by Attorney Fitzhugh who charged that it was an audit of Press-Scimitar records and that these records might have been erroneous or padded.

Coerver declared in his testimony that he had found no evidence of any attempt to falsify circulation records. He clashed at times with Fitzhugh.

Both contending papers are printing full accounts of the trial which is being held in the Fourth Circuit Court.

K. C. STAR ELECTS OFFICERS

The *Kansas City Star* company elected officers last week at its second annual meeting. August F. Seested, business manager of the Star was elected president and George B. Longan, managing editor, was elected first vice-president. Other officers elected were Henry J. Haskell, second vice-president; Earl McCollum, treasurer; John T. Barrons, secretary, and Roy A. Roberts and Earl E. Robertson, directors.

CHARGE NEWS SUPPRESSED

Yale Students Arrested for Distributing Pamphlet in Labor Dispute

Nineteen Yale students, arrested for distributing pamphlets on conditions in the neckwear industry in New Haven, were fined $2 each Jan. 21, under the terms of a city ordinance, prohibiting the distribution of handbills under certain conditions. The pamphlets resulted from the students' charge that "the ordinary channels of public information have been closed to the union—by the silence of the New Haven press."

The pamphlet alleged that New Haven papers had ignored meetings and events in New Haven which were featured in New York papers, and had refused to print them as advertising, even under their own censorship. The *New Haven Register* in a printed reply, stated that the only time it had been approached, the laborites had asked for front page position for their advertising, which the paper had not granted to any advertiser for 40 years. The Register denied that censorship on the advertising had been suggested.

Many of the students fined were divinity students. The pamphlet is supposed to represent the product of a three months' investigation of conditions in the neckwear industry, conducted by the Liberal Club of Yale.

'FRISCO BULLETIN IN DEAL

Report Says Hines to Buy Out Dohrmann and Alexander

(*By Telegraph to* EDITOR & PUBLISHER)

SAN FRANCISCO, Jan. 26.—O'Mara and Ormsbee, Inc., national newspaper representatives, New York and Chicago, have resigned as representatives of the *San Francisco Bulletin*, effective Feb. 20. New representatives have not, so far, been selected.

The resignation of O'Mara and Ormsbee is preliminary to the reported change of ownership of the Bulletin, it being understood that A. B. C. Dohrman and Wallace M. Alexander, the present owners of the Bulletin, are to retire and that the paper will be leased by a new company now being formed by W. M. Hines, the present publisher, and others whose names will be announced later.

Hines will continue as editor and publisher of the Bulletin. C. E. Fisher will be business manager. Announcement of the formation of the new company is expected shortly.

PAPER PROPERTIES JOIN

Steps have been taken toward merging the St. Maurice Valley Corporation and the Laurentide Company, Ltd. The consolidation will form a $75,000,000 property. The mills will have a total daily capacity of more than 1,400 tons of paper products.

BUYS ILLINOIS DAILY

L. J. Cain, formerly of the defunct *Paris* (Ill.) *Daily News*, has purchased the *Paris Daily Gazette* from J. D. and L. L. Shoaff. It will continue as a morning daily, independent in politics, however, forsaking the Democratic policies advocated under the former ownership.

N. Y. JOURNAL VICE-PRESIDENT

E. M. Alexander

RIDENOUR WILL GIVES ESTATE TO EMPLOYES

W. H. Johnson Now Publisher of Flushing Evening Journal—President to Be Elected at Regular Meeting

The bulk of the $1,000,000 estate of John H. Ridenour, former publisher of the *Flushing* (N. Y.) *Evening Journal*, has been left to his employes, filing of his will for probate late last week disclosed. Of the whole amount, Mr. Ridenour's advertising and business manager, Joseph Hemler, will receive about $300,000 in stocks and other properties. Mr. Hemler has been connected with Mr. Ridenour's enterprises for 25 years.

W. H. Johnson, vice-president of the Journal corporation, is now acting as publisher, and Mr. Hemler as secretary. A successor to Mr. Ridenour, as president of the corporation, will not be elected until the regular business meeting, Feb. 21.

The bequests to the employes of the paper included personal gifts of from $500 to $5,000, and a trust of about 1,700 shares to be used for promoting their welfare by providing showers, a library, and improved working conditions. Mr. Hemler received 264 shares of stock, $10,000 in cash, one-third of the proceeds of various Flushing properties and one-third of the bank stocks owned by the testator.

The will directs that the trustees of the estate continue the publication of the Journal for five years, at the end of which time they may sell or continue publication, as they see fit.

Mr. Ridenour's only relatives, two nieces, each received 263 shares of stock in the Journal. Six institutions received a total of $50,000 by the terms of the publisher's will.

12 PAGES OF COMICS

The *Cleveland Plain Dealer*, beginning with its Sunday, Jan. 22, edition, began printing 12 pages of comics, adding four additional pages.

ALEXANDER NAMED V.P. OF NEW YORK JOURNAL

Will Take Charge of Daily's Advertising Department—Has Had Long Career in Hearst Organization

E. M. Alexander, who has been vice-president in charge of advertising of the *New York American* for more than two and one-half years, has been made vice-president of the *New York Evening Journal* and will assume full charge of the advertising department of that publication, effective Feb. 6.

Alexander in 1910 made his entry to the publication field as representative of the *Cosmopolitan Magazine*, later becoming advertising manager of *Harper's Bazar*, and he served several years in the Hearst Magazine organization.

In 1917 he became associated with the *New York Tribune*, resigning the advertising managership of that newspaper in 1918 to become advertising director of the *Evening Sun*. Shortly thereafter Mr. Munsey purchased the *New York Herald* and Alexander became advertising director of both papers, serving in that capacity until he resigned in 1922 to return to the Hearst organization as advertising director of the New York Evening Journal, later publisher of the *Daily Mirror*, and the past two and one-half years vice-president of the New York American.

Mr. Alexander is a member of the executive council of the Hearst Corporations.

DAILY SELLS RADIO TIME

Chicago Tribune Offering Day Hours To Firms at Half Evening Price

The *Chicago Tribune* is now using WGN, its radio station, as a further medium for Tribune advertisers. The new policy, which became effective Jan. 1, offers the use of the radio station between 9 a. m. and 6 p. m., for the daytime period and between 7 and 11 p. m. for the evening periods. On Sunday the daytime period is between noon and 4 p. m. and the evening period between 4 and 11 p. m.

The time is sold in one-hour and half-hour periods. The evening rate for national advertising programs is $350 per hour, for local programs $300 per hour. The daytime periods are being sold at one-half these rates.

PROBE MAGEE CHARGES

A meeting of Oklahoma state senators was called Jan. 19 to investigate charges made by Carl Magee, editor of the *Oklahoma City News* that $100,000 had been used to cause the recent adjournment of the Oklahoma legislative impeachment session.

A. N. A. LEAVES COMMISSION

Arthur H. Ogle, secretary of the Association of National Advertisers, this week confirmed the reported withdrawal of the A. N. A. from the Advertising Commission of the International Advertising Association.

SAN DIEGO UNION AND TRIBUNE SOLD TO COPLEY FOR NEARLY $3,000,000

Illinois Publisher Now Owns Six Newspapers—No Executive Changes Contemplated—Papers Sold by Spreckels Company

By ANDREW R. BOONE

SAN DIEGO, Cal., Jan. 23.—The *San Diego Union and Tribune* have been sold to Col. Ira C. Copley of Aurora, Ill.,

COL. IRA COPLEY

JAMES MCMULLEN

and negotiations for the sale of a third San Diego paper, the *Independent*, are reported in progress.

For weeks it has been reported that several bidders were after the Union and Tribune, owned until the sale by the J. D. and A. B. Spreckels Securities Company of California. Col. Copley was the successful bidder at a figure not announced, but believed to approximate $3,000,000 for both properties.

No change in editorial or business policy will be made immediately, Col. Copley announced.

Col. Copley took charge of the two San Diego properties Jan. 21.

"I have just one thing to say about the papers," Col. Copley told an EDITOR & PUBLISHER representative. "They are going to deliver the goods. I think they have been doing that and I want them to keep on doing it. I have always been interested in San Diego and I have always looked on the Union and Tribune with admiration. I have hoped for a long time to be able to buy these papers and the opportunity came at a psychological moment. I am happy to be able to take them over.

"These papers will not be the personal organs of myself or any one else. I have no political ambitions. I have no connections with any public utility anywhere and no connection with any other business than the newspaper business anywhere. There will be no connection of any kind between the papers and the San Diego Electric Railway Company (owned by the J. D. and A. B. Spreckels Securities Company).

"It shall be the purpose of the papers to present the news on the basis of its honest news value. They will have neither enemies nor friends in that respect.

"No newspaper has ever been really successful that has not delivered the goods in an honest and constructive way, and it is my desire to have these papers continue their constructive and honest presentation of the news.

"The papers will continue to be Republican in their policy."

The new owner expressed the opinion that strong party government is necessary for the conduct of national affairs, but that it is out of place in a city, and that the Union and Tribune will take no part in petty factional disputes in the city.

As for presidential support, Col. Copley spoke in the highest terms of Herbert Hoover, expressing the hope that Hoover will be nominated.

At present Col. Copley calls Aurora, Ill., his home. During his absence from San Diego in the immediate future he will be represented by John Callan O'Laughlin, newspaperman and former intimate of Theodore Roosevelt.

San Diego is not entirely new to Col. Copley. He has been a member of the Cuyamaca Club here three decades. Two of his sisters have lived here.

The morning Union and the evening Tribune are the fifth and sixth properties acquired by Col. Copley. He owns also the *Springfield* (Ill.) *State Journal*, the *Aurora Beacon-News*, the *Joliet Herald-News* and the *Elgin Courier*. The Springfield paper was purchased only a few weeks ago.

The Union is the older of the two papers. It was founded in 1869 by Col. Wm. Jeff Gatewood, who brought to San Diego the old Washington hand press he used in printing the *San Andreas Register* in Calaveras County, California. It was published in Old Town, now part of San Diego proper, two years, moving to "downtown San Diego" to become the Daily Union in 1871. It thus became the third daily paper in California.

During the next few years the paper changed hands several times. In 1888 the Union Company acquired the *Daily Bee* from Harry Howard and Thomas Fitch. It then became the *San Diego Union and Daily Bee*, a name it continues to retain. E. S. Babcock bought the paper for the recent owners in 1890.

Twenty-six years ago the Union bought the Evening Tribune, which had been started in 1895, and in 1891 moved to the present site. The two papers use the same mechanical plant, the same advertising force and occupy the same editorial offices.

James McMullen, who learned newspapering in San Francisco in the "old days," continues as managing editor of both papers. McMullen has been head of the Union since June 19, 1899, and of the combined papers since their merger.

E. F. Parmelee continues as business manager of both papers, while C. A. McGrew and Frank Goodman will continue as city editors of the Union and Tribune, respectively. Eddy Orcutt will continue as editorial writer for both papers.

The new owner, Col. Copley, has been both a politician and a public utility operator. He was educated at Yale and the Union College of Law, Chicago. In 1889 he became manager of the Aurora Gas Light Company. In 1905 he started his newspaper career by purchasing the *Aurora Beacon-News*.

PROMOTIONS IN WORCESTER

De Wolf Now Executive Editor of Telegram-Gazette—Other Changes

A series of promotions for editorial executives of the *Worcester* (Mass.) *Telegram-Gazette* was announced this week by George F. Booth, publisher.

Joseph C. De Wolf for years managing editor of the Gazette was made executive editor of both morning and evening editions. Moses H. Williams, managing editor of the Telegram, was made managing editor over both papers.

Ayton F. Smith was promoted from Gazette city editor to day managing editor. William F. Holland goes from assistant city editor of the Gazette to city editor. Robert I. Smith is made assistant city editor of the Gazette. James H. Guilfoyle continues as night city editor of the Telegram and Francis P. Murphy as day city editor.

LENT SELLS IN PASSAIC

R. E. Lent, who sold his interest in the *Passaic* (N. J.) *Daily News* some time ago to Emmett A. Bristor, is now in Asheville, N. C., on a vacation. Mr. Bristor has assumed the titled and duties of Mr. Lent as publisher. Mr. Lent has made no announcement of his future plans.

EDITOR & PUBLISHER CALENDAR

Jan. 31—New York State Publisher Assn., annual meeting, Syracuse Hotel, Syracuse.

Feb. 1—Assn. of National Advertisers, New York Chapter, meeting, Advertising Club of New York.

Feb. 2-3-4—New York Press Assn. and New York Associated Dailies, annual meeting, Syracuse, N. Y.

Feb. 3-4—North Dakota Press Assn., winter meeting, Fargo, N. D.

Feb 5—Southern Newspaper Publishers Assn., directors meeting, Chattanooga, Tenn.

Feb. 6-7—Advertising Bureau of New York State Dailies, winter meeting, Syracuse, N. Y.

Feb. 6.—New Jersey Press Assn., mid-winter meeting, Stacy-Trent Hotel, Trenton.

Feb. 7-8-9—Assn. of Newspaper Classified Managers, telephone supervision conference, Mayfair Hotel, St. Louis, Mo.

Feb. 9-11—Oregon Newspaper Conference, University of Oregon, Eugene, Ore.

Feb. 10-11—Indiana Weekly Press Assn., mid-winter meeting, Indianapolis, Ind.

FARMER TO ADDRESS WEEKLY PUBLISHERS

Program of N. Y. State Press Association Announced—Publishers Group and Dailies to Meet

What does the farmer expect of his weekly newspaper? A genuine "dirt farmer" is to tell the New York Press Association all about it at the 76th annual meeting of that organization in Syracuse, New York, Feb. 2, 3 and 4.

The New York State Publisher's Association will hold its winter meeting in Syracuse on Jan. 31 and Feb. 1, and will be followed by a one day session of the New York Associated Dailies.

A round table discussion the evening of the opening day, will precede the Press Association's business program which is as follows:

Friday, Feb. 3.—Address by President Elmer E. Conrath; "Training Printers for the Country Press," Don A. Johnson, director of Empire State School of Printing; "Physical Appearance of Your Newspaper," John E. Allen, editor of *Linotype News*.

"A Circulation Audit Plan for Weekly Newspapers," L. S. Kelley, manager audit department, H. K. McCann Company; "A Standard Advertising Rate," Willard C. Wheeler, *Tully Times*; "A Uniform Advertising Rate," Jack Collins, *Webster Herald*; "National Advertising in the Country Weekly," Henry Z. Mitchell, *Bemidji* (Minn.) *Pioneer*.

Charles M. Meredith, president of the National Editorial Association; John R. Rogers, consulting engineer of the Mergenthaler Linotype Company; and Henry Z. Mitchell will be the speakers at a joint dinner to be held in the evening.

Saturday, Feb. 4.—"What the Farmer Expects of His Weekly Newspaper," Homer H. Jones of Homer, N. Y.; "What the Country Banker Expects of His Weekly Newspaper," Randolph H. Miller, president of the Homer National Bank; Unfinished business and adjournment.

OPPOSE I. T. U. MOVING

Resolutions condemning a movement initiated by the progressive faction of the International Typographical Union, to move the international headquarters from Indianapolis, and a resolution censuring Charles P. Howard, president of the I. T. U., for his attacks on the mailers' union, were unanimously adopted at the thirty-seventh semi-annual meeting of the Indiana state conference of typographical unions held in Fort Wayne, Jan. 22.

HEARINGS ON GRIEST BILL BEGIN FEB. 8

Reduces Second Class Charges and Restores One-Cent Charge on Postcards—Bars Franked Mail from P. O. Costs

WASHINGTON, D. C., Jan. 25.—Hearings began Feb. 8 on the Griest bill providing for the restoration of the 1921 second class postal rates.

Sponsored by Congressman William W. Griest, of Pennsylvania, the veteran chairman of the House Committee on Postoffice and Post Roads, with the approval of the Postoffice Department, the measure is considered the first real concession to the newspaper publishing interests that the Administration has made in the seven years' battle to obtain a substantial reduction in second class rates.

The hearings on the bill will be conducted by a sub-committee headed by Congressman Clyde Kelly, also of Pennsylvania, a ranking member of the Griest committee, who told EDITOR & PUBLISHER this week he is confident a bill will be reported favorably which will not only be satisfactory to every interest concerned but will pass the Senate as well as the House.

In the meanwhile Senator George H. Moses, of New Hampshire, a former newspaper man, who is chairman of the Senate Committee on Postoffice and Post Roads, stated the situation in the Senate will await developments in the House.

Highlights of the Griest bill, as issued by the American Publishers Conference are:

The changes in the various classes of mail are as follows:

"First Class: Post card rate reduced from 2 cents to 1 cent, and a new facility known as business reply cards and envelopes is established at the rate of not more than 2 cents in addition to the regular rate of postage.

"Second Class: The transient rate for mailing single newspapers and magazines by others than the publishers is reduced from 2 cents for each 2 ounces to 1 cent for each 2 ounces; and the zone rates on the advertising portions of newspapers and magazines when mailed by publishers are readjusted as follows:

"First and second zones reduced from 2c. to 1.75c. per pound.

"Third zone reduced from 3c. to 2.5c per pound.

"Fourth zone reduced from 6c. to 4c per pound.

"Fifth zone reduced from 6c. to 4.75c per pound.

"Sixth zone reduced from 6c. to 5.5c per pound.

"Seventh zone reduced from 9c. to 7c per pound.

"Eighth zone reduced from 9c. to 7.75c per pound.

"Credit for Free Mail: It is provided also that the Post Office Department is to take credit in the financial statement of the department for the officially estimated cost of carrying and handling franked mail, penalty mail, free to the blind mail, and free-in-county newspaper mail, all of which is estimated to cost the Government at present about $13,000,000 annually."

FLORIDA DAILIES ELECT

Herbert R. Feikel, editor of the *St. Augustine Record*, was chosen president of the Associated Dailies of Florida at meeting last week. Other officers named were: Frank P. Beddow, *Jacksonville Journal*, vice president and treasurer; C. H. McEwen, St. Augustine, secretary. A feature of the meeting was an address by Will Rogers.

ISSUES 240-PAGE EDITION

The annual mid-winter number of the *Los Angeles* (Cal.) *Times* was issued Jan. 3, composed of nine parts, 240 pages in honor of the 39th annual Tournament of Roses. Included in the nine sections were five tabloid sections of 32 pages each three of them printed in rotogravure.

GANNETT BUYS HARTFORD TIMES FOR $5,500,000

Powerful Connecticut Daily Becomes Tenth Paper in New York Publisher's Group—Large Cash Transaction—No Executive Changes at Present

FRANK E. GANNETT added the tenth newspaper to the growing Gannett newspapers with the purchase this week of the *Hartford* (Conn.) *Times* at a price reported to be $5,500,000. Mr. Gannett would not discuss consideration

Frank E. Gannett

when interviewed by EDITOR & PUBLISHER over long distance telephone, but said he believed that the sale represented a cash transaction second only to that of the *Chicago Daily News* and pointed out that it was the largest newspaper deal ever recorded in New England. The Chicago Daily News sold for a price said to be approximately $13,000,000, covered by a subsequent $8,000,000 bond issue.

Hemphill Noyes & Co., New York, are the bankers in the Hartford purchase, which was a stock transfer. Since the death of Willie O. Burr the owners of one per cent or more of the stock of the Burr Printing Company which publishes the Times have been: Everett C. Willson, Clayton P. Chamberlin, Clayton W. Rowley, James M. Linton, Francis S. Murphy, Clifton L. Sherman, Miss Litta R. Heussler and Roland F. Andrews.

Negotiations looking toward the sale were begun about a year ago by Frank E. Tripp, general manager of the Gannett Newspapers. More than the usual secrecy surrounded the deal, one of the considerations being that no news should leak out that the paper was even on the market. A code name was given for the paper and used in all correspondence.

Price, Waterhouse & Co., valued the real property for the purchasers, and C. M. Palmer of Palmer, DeWitt & Palmer, appraised the newspaper.

For many years the Times has been represented in the national field by the Kelly-Smith Company. Hereafter representatives will be J. P. McKinney & Son, the firm that handles national advertising for the other Gannett newspapers.

Mr. Gannett as president of the Gannett Newspapers now has interests in the *Rochester* (N. Y.) *Times-Union*, *Utica* (N. Y.) *Observer-Dispatch*, *Elmira* (N. Y.) *Star-Gazette*, *Elmira Advertiser*, *Elmira Telegram*, *Ithaca Journal-News*, *Newburgh News*, *Olean* (N. Y.) *Herald*, and *Plainfield* (N. J.) *Courier-News*.

Although interested in these papers, Mr. Gannett resents reference to them as "chain newspapers." In an editorial in the Hartford Times of Jan. 24 announcing the sale, it is stated:

"Mr. Gannett conceived and has proved the operating theory that papers of common ownership or part ownership, located in different localities, can and should continue their local atmosphere and identity without outside management, interference or standardization."

Four of the owners who have just relinquished their holdings in the Times were in the service of the paper for forty-one, thirty-four, thirty-two and thirty years respectively, these being Mr. Chamberlin, Mr. Rowley, Mr. Willson and Mr. Murphy. In purchasing the stock of the Burr Printing Company, Mr. Gannett has acquired all of the common and preferred issues, the common stock comprising 1,000 shares of $100 par value and the preferred, comprising 9,000 shares of $100 par value.

A. E. Burr acquired a half interest in the *Weekly Times* in 1839 and bought the other half in 1841 when he established a daily edition. He was practically sole owner, with the exception of a few shares which he gave to his brother, Frank L. Burr, until 1890 and in that year by an equable arrangement he obtained his brother Frank's shares and presented the property to his son, W. O. Burr, intact and entire. W. O. Burr owned the property until 1909 when he formed a corporation in which, beside himself, Mr. Willson, Mr. Chamberlin, Mr. Rowley and Mr. Murphy were officers and stockholders. Three years later in 1912, he disposed of stock in the company to these stockholders to such an extent that he no longer had control. Still that made no practical difference as his slightest wish was observed. In 1919 Mr. Linton and Mr. Sherman acquired substantial interests. Mr. Burr lived till 1921 to see the Times established in its handsome new home which gave him great satisfaction.

A story in the Times Jan. 24, says in part:

"The new ownership takes over the Times at the peak of its prosperity and strength. It has accomplished a record of doubling its circulation in ten years without resort to drives or campaigns of any sort. Its advertising volume is greater than that of any New England daily and well up among the leaders in the United States. It printed more than 15,000,000 agate lines of advertising in 1927. The plant's exterior, as handsome as an art gallery, is a shield for a mechanical plant of utmost efficiency from the linotypes in the top story to the fourteen-unit Hoe press in the basement, 141 feet long."

In a statement, Mr. Gannett said in part:

"In assuming ownership and management of the Hartford Times, we are deeply conscious of our responsibility; to the people of Hartford.

"The Hartford Times is dedicated to the public welfare. It has no selfish interests to serve.

"The Hartford Times is not considered by its new owner simply as his personal property, or as an organ to serve personal ambition or propaganda, or as a tool for exploiting any special interest. Instead, it is the readers' paper, the vehicle through which the thought and life of the community may be expressed. Present policies will be continued.

"A newspaper is a great public trust. We know and sense our duty in the management of this trust. It is our solemn pledge to be fair and just, to fight special privilege at all times and in every form, especially to be sympathetic with the unfortunate, to be tolerant of the opinions of others, to be ready and eager to publish all sides of any question, to print the news as accurately and as fairly as human beings with honest intentions can do it, always keeping its columns clean and wholesome, always ready to battle for the right as it is given us to see the right, and to promote the public interest by doing everything possible to develop and express an informed, intelligent public opinion."

Mr. Gannett said no executive changes were contemplated at the present time. C. L. Sherman is editor of the Times; C. C. Heminway, managing editor; C. P. Chamberlin and E. C. Willson, business managers; James L. Linton, advertising manager.

Mr. Gannett was born in 1876 at Bristol, N. Y. As a newsboy he carried one of the papers which he now owns. As a reporter he worked his way through Cornell University, of which he is now a trustee. When he completed his Cornell course in 1898 he was chosen by Jacob Gould Schurman, then president of Cornell, to accompany him as secretary to the first commission sent to the Philippine Islands, Dr. Schurman being head of that commission.

On June 1, 1900, Mr. Gannett returned to Ithaca and became editor of the *Ithaca Daily News* and for a time was editor of the *Cornell Alumni News*. Later he spent a year as editor of the *Pittsburgh Index* and then purchased a half interest in the *Elmira Gazette*, which in 1907 merged with the *Elmira Star*, making the present *Elmira Star-Gazette*. In 1912 he extended his interests to Ithaca by purchasing the *Ithaca Journal* which later merged with the *Ithaca News*, making the present *Ithaca Journal-News*.

In 1918 with associates Mr. Gannett purchased and consolidated the *Rochester Times* and the *Rochester Union-Advertiser*, thereby establishing the *Rochester Times-Union*. Mr. Gannett then established his home in Rochester.

In 1921 Mr. Gannett and his associates purchased the *Utica Observer* and the *Utica Herald-Dispatch* and combined them into the *Utica Observer-Dispatch*. In July, 1923, the Elmira Star-Gazette acquired the *Elmira Telegram* and the *Elmira Advertiser*, adding them as Gannett properties, each continuing its identity, however.

In January, 1924, Mr. Gannett's associates retired and he personally took over the properties. In June, 1925, the *Newburgh News* was purchased. In April, 1927, the trustees of the estate of the former owner chose Mr. Gannett as buyer of the *Plainfield* (N. J.) *Courier-News*. In June, 1927, Mr. Gannett took over the *Beacon News*, and in September, 1927, the *Olean Herald*.

Mr. Gannett has been for seven consecutive years president of the New York State Publishers' Association, which he founded. In 1916 he was president of the New York Associated Dailies and he was president of the New York Press Association during the war. Upon his initiative the Empire State School of Printing was established at Ithaca in May, 1922, which he has headed from the start and to which New York State publishers have contributed more than $100,000.

Cornell University has bestowed double honor on Mr. Gannett. His election as president of the Cornellian Council and as trustee of the University was announced on the same day. He is associated in this trusteeship with George F. Baker of the First National Bank of New York, Charles M. Schwab, Walter Teagle, president of the Standard Oil Co., of New Jersey, Ira A. Place, vice-president of the New York Central lines, and other prominent men.

Mr. Gannett has always spurned political preferment and possesses no political ambitions for either himself or his papers. He is of a family of New England stock, members of which are prominent in the New England states, his ancestors having settled in Scituate, Mass., in 1640. In 1920, he married Caroline Werner of Rochester, daughter of the late Judge William E. Werner.

The Hartford Times building, with doors, columns and windows designed by Stanford White for the Madison Square Presbyterian Church, purchased by the Times and moved to Hartford from New York.

TULSA WORLD CHANGES

Editorial Reorganization Complete Following Suspension of Evening Editions

A number of changes have been made in the editorial organization of the *Tulsa World* since the newspaper abandoned its afternoon editions Dec. 1, and turned all its efforts into the morning field.

T. A. Latta, for many years editor of the World, will now devote his efforts to his daily column, "On Life's Highway," and Eugene Lorton, publisher of the paper, now assumes complete control of the editorial policy. The new organization includes H. L. Rennick, managing editor; Otis Lorton and M. E. Stivers, editorial writers; Manton L. Marrs, city editor; Charles K. Boeschenstein, news editor; Harold Davis, make-up editor.

SCRIPPS-HOWARD EDITORS DECIDE ON HOOVER AFTER LONG DEBATE

To Support Smith if Hoover Not Nominated — Paine Asks Papers to Fight Power Trust at Annual French Lick Convention—Gurley Honored

AFTER a day and a half of debate, during which differing opinions were composed, editors of the 26 Scripps-Howard Newspapers unanimously resolved to support the presidential candidacy of Herbert Hoover at the annual editorial conference held last week at French Lick Springs Hotel, French Lick, Ind.

The resolution contained a proviso to the effect that if Mr. Hoover failed to be nominated as the Republican candidate and Gov. Alfred E. Smith was the successful Democrat, the Scripps-Howard newspapers would support the Democrat.

"As between Hoover and Smith, we will support Hoover," the resolution read. "As between a Republican like Dawes or Lowden and a Democrat like Smith, we will support the Democrat."

More than 50 editors and executives of the Scripps-Howard concern attended the conference which was described as the best the group has held in the last 25 years.

In concluding the conference Robert P. Scripps, controlling stockholder and editorial director, stressed the importance of ethical conduct of newspaper properties, a point that was also made by Roy W. Howard, chairman of the board, who described newspaper work as "a gentleman's game," which should be played accordingly. Mr. Scripps scored tactics such as were employed when the recent picture of Ruth Snyder in the death chair was obtained, and told the editors of the Scripps-Howard newspapers to take a "beating" rather than to resort to similar trickery. Mr. Howard urged the editors to show "more aggressive liberalism."

W. W. Hawkins, vice-chairman of the board and general manager, presided at the sessions which were held both morning and afternoon Jan. 16 to 20.

The conference went on record as recommending that the editorial accomplishments of Boyd Gurley, editor of the *Indianapolis Times* in exposing and correcting political corruption and associated graft in Indiana, be considered as the "outstanding editorial achievement of the past year."

One of the highlights of the conference was a stirring inspirational telegram received from Robert F. "Uncle Bob" Paine, first editor of the *Cleveland Press*, who writes the Paine editorial service from San Francisco.

In part he wired:

"My grand old boss built his altar on solid rock. The minds and hearts of its editorial priests are all right. Their spirit to serve surely lives. If the altar fires have failed to light up the clouds as beacons of service and need rekindling there has been justifiable reason for it.

"There is no such thing as courageous, vigorous, honest promotion of what you designate as 'the spirit of aggressive liberalism.' without sacrifice. To render the best service the Scripps concern or its component parts must be profitable, profitable enough to stand considerable loss if need be.

"The sudden going of E. W. (E. W. Scripps, founder of the organization) and the many new irons in the fire have made a general policy of conservatism wise in respect of many matters in which certain loss was to be considered. But while the altars' fires may have burned low the kindlings for their resurrection are and have been in the minds and hearts of the editors.

"Praise be to the Almighty and to the fact that Ed Scripps erected an altar that treacherous sands could not submerge or the recurrent high tides of greed wash away.

"You wire me to offer what I may to reemphasize the importance of rekindling our journalistic altar fires. Three words. Service, Service, Service of the common people. No other concern is so well equipped for it with brains, vision, organization, mechanism and the capacity to stand the inevitable sacrifice . . ."

"Scripps-Howard to serve best must have its peculiar and definite character. To succeed best in his particular field the editor must have his own peculiar character and his own personal guts. I suppose that I am permitted to offer for the altar fires my personal suggestion or sacrifice. Being so far out of the game as now played I risk getting something like what Cain got when he offered carrots, beans and such when he should have presented the mate of Abel's nice fat lamb.

"No greater service to popular interests and preservation of our plan of popular government can be rendered by Scripps-Howard than to beat the purpose of the power trust to loot the nation's power resources. It should be the concern's main aim in life for in it is involved the greatest, most vital of issues, Government by and for the people or by the most powerful and arrogant of capitalistic organizations.

"Oh, yes, 'tis true that the public has a sort of hazy understanding of Scripps-Howard attitude toward this issue. Cut out two thirds of all other propaganda and make Scripps-Howard stick out as the uncompromising and greatest exponent of that most vital of all principles which such as Washington, Jefferson, Lincoln, Wilson and La Follette held to be most imperative and most sacred."

A special committee made up of Mr. Scripps, Mr. Howard and N. D. Cochran, editor of the *Scripps-Howard News*, wrote a telegram of response to Mr. Paine, assuring him that "with unanimity and enthusiasm the spirit and body of the concern which you did so much to help create, nurse and foster were rededicated to service."

"As the editors rekindled the spirit of aggressive liberalism the spirit of Bob Paine fed the flame and it burned higher and brighter," the telegram ended. "So we send you the love of all members of the conference in this message of comradeship and appreciation of your spiritual message. God bless you."

The editors present at the conference drew up and passed unanimously a special resolution expressing their loyalty and enthusiasm for the concern and stating:

"We recognize that the uniform courtesy and open mindedness of the general management has been responsible for this increased goodwill and enthusiasm."

The resolution paid particular tribute to Mr. Scripps as "a chief worthy of our undivided loyalty" and "a leader so democratic in his ideas of internal management and so liberal in his public outlook."

The policy of using conservative headlines and only going to eight-column steamers when the story justified it was commended by the editors attending. It was suggested about a year ago by Mr. Howard. Thomas J. Dowling, circulation director of the Scripps-Howard newspapers, said he had opposed the change at first, but had learned it had been a good thing for the circulation of the *New York Telegram*.

N. D. Cochran in a brief talk declared it was the proper function for Scripps-Howard newspapers to watch every invasion of the bill of rights and to use whatever power the editors possessed to protect citizens from acts against free speech and free assembly.

Other speakers, besides the editors themselves, included: Lowell Mellett, editor-in-chief of the Scripps-Howard Newspaper Alliance; Frederick S. Ferguson, president of NEA Service, Inc., Watson Davis, managing editor of Science Service; and F. M. Kerby, editor of the Newspaper Information Service.

Resolutions were passed regretting the deaths during 1927 of William B. Colver, editorial director; William H. Poterfield and Morrison R. Toomer, editor of the *Fort Worth Press*.

SELLING BY AIR MAPS

The *Easton* (Pa.) *Daily Express* is introducing a novel plan to acquaint the public at home and national advertisers with its metropolitan area. Some 50 airplane views of the city and towns in the trading area have been obtained. They are to be published in the Express and also used for sales purposes.

HEARST'S SON THESPIAN

John Hearst, son of William Randolph Hearst, and his recent bride, formerly Miss Dorothy Hart, of Los Angeles, will play the roles of bride and bridegroom in a show by students of Ogletorpe University, where Hearst is studying journalism.

Left to right: E. E. Fries, editor of *Cincinnati Post;* Louis B. Seltzer, associate editor, *Cleveland Press;* E. E. Cook, editor, *Columbus Citizen* and editor-in-chief, Ohio Group; Ludwell Denny, Scripps-Howard staff writer; John Sorrells, editor, *Fort Worth Press;* E. D. Minteer, editor, *Terre Haute Post;* Max Cook, promotion editor, Cleveland Press; Watson Davis, editor, Science Service; W. N. Burkhardt, editor, *San Francisco Daily News;* Ted O. Thackrey, editor, *Cleveland Press;* F. R. Peters, editor, *Evansville Press;* N. D. Cochran, editor-in-chief, *Scripps-Howard News;* B. I Susong, editor, *Kentucky Post;* Felix Bruner, editor, *Youngstown Telegram;* Carl C. Magee, editor, *Oklahoma News;* H. C. Place, editor, *Toledo News-Bee;* F. M. Kerby, editor, Newspaper Information Service; T. E. Sharp, editor, *Memphis Press-Scimitar;* M. E. Tracy, editorial columnist, Scripps-Howard Newspapers; E. T. Leech, editor, *Denver Evening News and Rocky Mountain News;* P. C. Edwards, editor, *San Diego Sun;* Jack Bethea, editor, *Birmingham Post;* David Dietz, science editor, Cleveland Press; Thomas J. Dowling, circulation director, *New York Telegram;* J. W. Foster, assistant to G. B. Parker; E. W. Edwards, Jr., secretary to G. B. Parker; H. D. Jacobs, editor, *Baltimore Post;* Edward Meeman, editor, *Knoxville News-Sentinel;* A. W. Ford, managing editor, New York Telegram; Lowell Mellett, editor, *Washington Daily News* and Scripps-Howard Newspaper Alliance; W. W. Hawkins, vice-chairman of board and general manager; G. B. Parker, editor-in-chief of Scripps-Howard Newspapers; Roy W. Howard, chairman of board; Thomas L. Sidlo, general counsel; Robert P. Scripps, president; R. L. Merigold; J. Y. Chidester, editor, *Pittsburgh Press;* N. S. Macneisch, secretary to Roy W. Howard; W. G. Chandler, general business manager; R. A. Huber, assistant general business manager; Stuart S. Schuyler, director of national advertising department; F. W. Rostock, president and business manager; Cincinnati Post; Wallace Perry, editor, *El Paso Post;* H. M. Talburt, Scripps-Howard cartoonist; H. E. Neave, treasurer; M. E. Foster, editor, *Houston Press;* Herbert Walker, editor of N. E. A. Service, Inc.; Boyd Gurley, editor, *Indianapolis Times;* F. S. Ferguson, president, N. E. A. Service; Aubrey Graves, managing editor of Scripps-Howard News; L. E. Judd, editor, *Akron Times-Press*, attended the conference but is not in the above picture.

DETECTIVE WORK OFTEN NECESSARY ON AUDITS, HARN TELLS SPHINX CLUB

A. B. C. Managing Director Shows Advertising Men How Newspaper Circulations Are Checked at Waldorf Luncheon

A PICTURE paper presentation of how the more than 50 traveling auditors of the Audit Bureau of Circulations work, was made to a representative group of space buyers in New York this week by O. C. Harn, the bureau's managing director. Using stereopticon slides for illustration, Mr. Harn showed how the "figure sleuths" do detective work to uncover mistakes and deceptions in newspaper publishers' circulation record books. He was addressing the monthly luncheon of the Sphinx Club held Jan. 25 at the Waldorf Astoria Hotel. R. F. R. Huntsman, president of the Sphinx Club, presided.

Concluding his address, Mr. Harn said:

"I hope I have convinced you that an audit as made by the Bureau goes further than any ordinary audit could ever go. When a publisher comes to you and says, 'We have nothing to conceal; here are our books open for your inspection,' I want you to realize that that is nothing but a big bluff. Any advertising agency man or advertiser could flounder for days among a newspaper's circulation records and know no more when he finished than when he started. He would have neither the time nor the patience to accomplish what the Bureau can.

"My advice to space buyers is to make publishers establish credit with you. Look upon the publisher's own statement of circulation just as you look upon his check, good so long as his audit that comes after it verifies it. If verification is not forthcoming, be suspicious of his statements until he re-establishes his credit.

"Finally, deal only with A. B. C. papers. Nobody dares say that the Bureau is absolutely perfect. But it is also true that there is no such thing as a perfect crime. Publishers' deceptions are sooner or later shown up, when the Audit Bureau of Circulations checks up on the records."

Assisting Mr. Harn in explaining the stereopticon presentation was William Hoffman of the New York office of the bureau. The slides pictured various records of a mythical paper given the name of "*Chicago Evening Chronicle.*"

The first check made by the Bureau, it was explained, was to see if the number of copies the publisher says were produced compares accurately with the amount of newsprint purchased. The gross press run is checked against the paper poundage. The auditors establish that each bill for newsprint represents a bonafide purchase by checking them against bills of lading and freight bills. The Bureau has a standard formula to show the weight of a certain number of newspaper pages and this formula is used in checking against the press room run. A "normal waste" of 2.09 per cent is allowed.

The next check is to find out after the paper is published where the different copies go. The speaker went into detail to show how carrier circulation was checked.

The carriers' draw book is compared with the carriers' ledger and the circulation record.

"And we don't stop there," Mr. Hoffman declared. "We find out whether the boy is actually delivering the copies to the addresses listed in his draw book. We compare the city carriers' route lists with the draw books. When we consider an outside investigation necessary auditors call on many of the individuals named on the lists, picking the names at random.

"One time, for example, one of our auditors went with a carrier boy to call on the people whose addresses were listed 272, 273, 274, and 275 Willow street of a certain city. There were no houses at those addresses. Instead the street at these numbers ran beside a reservoir. When asked where he delivered copies listed at those addresses the carrier didn't answer at first. Then he finally laughed and declared:

"'They're at the bottom of the lake. Jump in and get them if you want.'

"That is the kind of 'watered circulation' we sometimes get."

Taking up the narrative at this point, Mr. Harn declared it was instances such as the one described by Mr. Hoffman which made circulation audits for newspapers sometimes drag into several weeks.

"One line in the report that you accept so casually may be the result of many days of hard work," he explained.

"Another source of newspaper distribution that is carefully checked by the Bureau is that of dealer sales. Dealers are served with papers either on a returnable or non-returnable basis. Many advertisers think that the non-returnable basis gives greater assurance of accuracy, but I assure you that that is not true. Either system is all right if worked honestly, but either one offers opportunities for publishers to cover up facts if they want to.

"We have discovered occasions when returns are made by dealers but they are not shown as returns by publishers. The money is paid the dealer, but it is accounted for on the books as a bonus or promotion expense. Sometimes a publisher will have a 'mysterious fund' which he says has nothing to do with circulation. Whenever our auditors hear of a mysterious fund they immediately become suspicious and work hard to discover what that fund is used for.

"Trained in the beginning as all auditors are trained, those employed by the Bureau become detectives before they are through. I know of one case where the books of a newspaper were so perfect that the very perfection of them lead the auditor to be suspicious. He refused to certify the books and was idly walking the press room of the plant one day when he noticed a crumpled scrap of paper on the floor. He reached for it and picked it up. It proved to be a very valuable clue which lead him to a storeroom on the outskirts of the city where many thousands of copies of the paper were hidden."

Mr. Hoffman concluded his share in what both speakers said was only an outline of the stupendous task performed by the Bureau, by explaining how mail circulations are checked. Stencil proofs used by the newspaper are counted to check the numerical accuracy and then a number of names are selected at random and checked in more detail.

Mr. Harn pointed out the Bureau's rule that to be classed as net paid circulation a subscriber must pay 50 per cent of the advertised price, and showed how various premiums and contest offers were audited.

The final adjustment sheet of the imaginary newspaper's circulation audit was flashed on the screen and the 29 possible different adjustments in circulation were explained and the final audited circulation figure justified.

ATTACKS UTILITY AGAIN

Worcester Post Reveals 24 Per Cent Dividend of Local Light Company

The *Worcester* (Mass.) *Evening Post*, which recently won a victory in a long fight to have its local electric light rate reduced, has now launched a new offensive with a story revealing the fact that the Worcester Electric Light Company, which had pleaded more or less poverty, has paid 24 per cent dividends for the past year.

The Post, backed by the opinion of the state public utilities commission, is backing the idea that another electric light company, the New England Power Corporation should be permitted to enter the field in competition with the local firm.

HE STUCK TO THE RULE

ACCORDING to the *Beloit* (Kan.) *Call* a reporter had been urged to use all the names possible in writing items.

"Names are essential," said the editor. An hour later the reporter wrote the following:

"Lightning last night killed three cows that belonged to Ike Davis, northwest of town. Their names were Rosie, Isabel and Mabel."

RECORD ADVERTISING YEAR FORECAST

Optimism Pervades Fifth District I. A. A. Meeting—Burbach, Strong Address Advertising Commission

(*By Telegraph to* EDITOR & PUBLISHER)

GRAND RAPIDS, Mich., Jan. 24.—Fifth district, International Advertising Association, concluded its two-day convention here today, delegates returning home optimistic after predictions that 1928 would be the best year for the advertising business in history. C. King Woodbridge, Detroit, president of the International Association, said volume of advertising contracted for points to a $2,000,000,000 expenditure for the coming year, noting that as advertising goes so does National prosperity. He saw hopefully the condition of bank clearings, freight car loadings and the situation in the steel and other industries.

He warned against the superlative in copy because it has a tendency to destroy public confidence in advertising. He said study was going forward to determine the effects of national advertising in local communities with resultant benefit to the buyer of space.

Fred E. Moskovics, president of the Stutz Motor Car Company, Indianapolis, asked for more intelligent advertising interest with regard to the small manufacturer. He said he wanted quality, not quantity in advertising and was tired of having space sellers tell him sufficiently large doses of advertising would cure all his problems, both economic and mechanical. He said in 30 days he had been seriously advised by various advertising men to spend a total sum for advertising equal to 86 per cent of his gross year's business.

"Study our problems first and then recommend advertising on a common sense basis," he said.

George M. Burbach, *St. Louis Post Dispatch*, chairman of the Advertising Commission which held its quarterly meeting Monday and Tuesday, also saw prosperity in 1928 for sound business. The Commission made plans for the international convention in Detroit in July and discussed at length the newly established research department.

In his opening address to the Commission, Mr. Burbach cautioned against lavish entertainment and gifts by sellers of advertising and said advertisers were demanding too much unnecessary research about sales territories.

Walter A. Strong, *Chicago Daily News* publisher and chairman of the Commission's research bureau, saw in the bureau's work a chance to strengthen confidence in advertising. He also advocated more and better college advertising courses for advertising students and business students alike.

The Fifth district elected Earl Lines, Grand Rapids, advertising manager of the Leonard Refrigerator Company, as chairman; W. M. Newcomb, Huntington, W. Va., vice chairman, and E. T. Corbett, Dayton, O., secretary.

RUNS PROMOTION SERIES

The *South Bend* (Ind.) *Tribune* is running a series of full-page advertisements in its own columns, showing views of its plant and explaining its operation. F. A. Miller is president and editor.

ASSOCIATES HONOR JAMES C. DAYTON

Publisher of N. Y. Journal Tendered Farewell Dinner Following His Resignation to Direct Own Business

All departments of the *New York Evening Journal* were to join in a testimonial dinner to James C. Dayton, publisher, vice president and treasurer of the paper, whose resignation, effective Feb. 1, was announced several weeks ago. The dinner was to be held at the New York Athletic Club, Friday, Jan. 27.

JAMES C. DAYTON

Arthur Brisbane, editor of the Journal, is to make the only address on the program. W. R. Hearst has been invited, but will not be able to attend. Mr. Dayton has been connected with the Hearst papers for 28 years. He expects to go south for a short vacation and return to engage in business for himself. The nature of the business has not been announced.

Arthur Brisbane, who wrote the foreword in the dinner program, paid the following tribute to Mr. Dayton:

"Of James C. Dayton these things can be said:

"He is one of the ablest and greatest newspaper publishers in the United States.

"He is a just man, kind hearted, appreciative.

"He has made many friends, and kept them all. Those friends include everybody connected with the Evening Journal, and among us there is deep regret at his decision to retire from our organization.

"Mr. Dayton is an able newspaper man, in the editorial sense, as well as a great publisher.

"He understands public opinion as he does commercial business, and his sound judgment, as our different editors can testify, has contributed greatly to the Evening Journal's success, and prevented or corrected many mistakes.

"I can testify that Mr. Dayton's decision to retire from newspaper work is as deeply regretted by Mr. Hearst as it is by myself and all that have been Mr. Dayton's associates.

"However, while he leaves our working organization, he does not leave the wide circle of his friends. And in that fact, there is consolation."

Davidson Brown, manager of automobile advertising of the Journal, is chairman of the dinner committee.

WATCHING TIRE ADVERTISING

National Better Business Bureau Begins Reform of Industry

The National Better Business Bureau has begun a movement which aims at the establishment of honest retail tire advertising, with regard to "rebuilt" and "reconditioned" tires and so-called "double-treads," and mileage guarantees.

Discussions will be held with tire manufacturers and their advertising agents and advertising copy issued by retailers will be closely examined for evidences of misrepresentation.

VANDERBILT TRIES TO PAY

Cornelius Vanderbilt, Jr., has announced that attorneys are now trying to obtain his father's sanction to the release of his entire remaining inheritance of $1,250,000, for settlement of the debts incurred in his newspaper ventures. He also stated that $900,000 of estates were turned over to his Los Angeles creditors some months ago. Vanderbilt hopes to clear up his obligation this summer.

READERS DAZED, BUT NEWS MEN CHEER WEEKLY'S ALL PUBLICITY EDITION

Thirty Pieces of Prime Propaganda Left Out Bloomfield (N. J.) Independent Press Section—Stunt Unique In Journalism

THE newspaper field knows at last what a paper would look like if it printed nothing but what press agents consider is "news."

The *Bloomfield* (N. J.) *Independent Press*, a weekly edited by Charles E. Moreau on Friday, Jan. 20, issued an eight page all publicity section, an experiment believed unique in journalism.

Despite his promise to print all the handout material received in a week's time, editor Moreau was unable to make good, and thirty handsome and lengthy pieces of publicity were crowded out of the section. The list of each of these offerings was given, however, with notes suggesting the length of the original "articles."

According to Mr. Moreau, the postmaster and most of the readers failed to get the joke, but newspaper men the country over understood it readily and asked for copies of the paper.

"The *Orange* (N. J.) *Daily Courier* office practically suspended work for an hour to read the special issue," Mr. Moreau learned, "and the *Newark* (N. J.) *Star-Eagle* sent over for six extra copies 'to keep the boys from quarreling over who should pass around the one copy received,' he told EDITOR & PUBLISHER.

"From the advertising side, R. W. McCarthy, manager of national advertising of the *Houston* (Tex.) *Chronicle*, telegraphed for extra copies saying 'I think we can use this edition to good advantage in showing advertisers just how a newspaper would look if we printed everything they requested.' And Leon Kondell of the *Passaic* (N. J.) *Daily Herald* wrote, 'I am fully convinced that such an edition as this will help greatly to stress upon the agencies the unfairness of their many requests and will help to show what a burden is placed upon the newspapers.'

"Dozens of similar letters were received by the Independent Press from all over the country, following the publication of an item in EDITOR & PUBLISHER announcing the special edition. Journalists, advertising men, press agents, chambers of commerce and schools of journalism seemed equally interested.

"Apparently it struck upon a problem which, if it is a minor one, is at least a very harassing one to the souls of newspaper men."

Mr. Moreau originated the idea of the edition to illustrate a round table discussion, "News vs. Free Advertising," to be held at the annual meeting of the New Jersey Press Association in Trenton, Feb. 6.

Mr. Moreau was graduated from Dartmouth in 1921 and then spent a year at the Pulitzer School of Journalism. Since that time he has worked on various newspapers including the *Miami* (Fla.) *Herald* at the height of the real estate boom. He was for a time exchange editor gleaning from papers all over the country items that could be used in the Florida paper as well as editing all the publicity matter that came into the office. The Independent Press is one of the three weekly papers his father, Alex. L. Moreau, publishes in New Jersey.

"We set out to make an innocent and amusing edition in which we might poke a little fun at the publicity boys and perhaps stimulate a little discussion among fellow newspaper men," he continued. "It has resulted in 'a big publicity stunt for Independent Press and Bloomfield,' according to accusations we have already received. Well, this is one way to show the press agents how to do it."

Mr. Moreau in editorial and news introductions to the edition pointed out problems in regard to publicity, all well known to newspaper men, and also some of the evils to the country in unscrupulous attempts to influence public opinion. He gave away some newspaper secrets to his readers such as the blank date line to be filled in with the date of the day before publication.

The reading public, the reader response to the edition seems to indicate, is even more ignorant than newspaper men believe in regard to the tricks of the trade. They swallow most of the publicity stories in the papers as bona fide contributions of that paper itself and were surprised to find some such stories labelled in the Independent Press. The edition contained many articles of value and interest which would be carried by all daily papers. They came mainly from state departments and commissions, though some were from big corporations and local charitable institutions.

Two readers on whom the editor tried his edition before they had heard about it were at first completely bewildered and then amused.

"How absurd," one said, "that a suburban weekly should receive an article 'The Analysis of Commercial Fertilizer' and the Governor's message containing 440 pages from the state."

The other reader said it was not news to him.

"I'm suspicious of half the stories I read in papers any more," he said. "You've done a good job in showing them up, and newspapers should exhibit more care in using such material if they don't want to lose the confidence of the public entirely."

"Why, I saw that same telephone story in a Newark paper," said another reader, "I thought a newspaper itself went after such articles."

The ears of the section contained the mottoes "All the Propaganda Fit to Print," and "Devoted to the Private Welfare." The outside column of page 1 was devoted to an explanation to readers—the inside column went to the Marines' Publicity Bureau, under the subhead "Marines Do Their Best to Give Rebel Leader a Bad Name; Despair of Capturing Him." There followed an interview with General Lejeune, cut to one column, in which the general solemnly retailed current gossip about Sandino.

Dodge Brothers obtained space for a two column cut and caption, underneath which the editor noted that "this is only one of about 30 automobile stories that were received this week—20 of them from Dodge Brothers, Inc., and most of them considerably longer."

In the center column it was noted that 30 pieces of publicity were crowded out completely, and the list of these unfortunates is given. At the end of each item, the length prior to cutting was noted.

Page 2 contained old friends, "Pineapple Eulogized," as Mr. Moreau says, from the American Housewife's Bureau, Inter-Ocean beauty blurbs for Helena Rubenstein and the "eminent hair style creator" Eugene, with a seasoning of flabby epigrams; U. S. Playing Card Company; Home Refrigeration Service, and other famous free-space figures.

Editorials, real estate and financial sections, and radio were also contributed, in great volume.

WALLINGFORD TIMES SOLD

The *Wallingford* (Conn.) *Times* was sold by Henry J. Auger on Jan. 16 to a syndicate of local business men headed by Arthur E. J. Reilly, which will change it to an afternoon daily commencing Feb. 1.

REALTORS TO ADVERTISE

The Salt Lake Real Estate Board is about to launch a newspaper campaign to sell Salt Lake real estate to Salt Lake people.

REED PROMOTED

Named City Editor of Milwaukee Journal—Greene Moves Up

T. Murray Reed, for seven years assistant city editor of the *Milwaukee Journal*, has been appointed city editor. F. Robert Greene, for the past ten years city editor of the Journal, has been made assistant to the news editor, Waldo R. Arnold, and will be in charge of the late editions.

T. MURRAY REED

Mr. Reed was born in Irwin, Pa. His first job as a reporter was on the *Warrensburg* (Mo.) *Daily Star* in 1899. A year later he was a reporter on the *Kansas City World*. In 1902 he was a space writer on various Chicago newspapers. From 1902 to 1908 he served as a reporter and as city editor on the *Fort Wayne* (Ind.) *Journal-Gazette* and *Daily News*. From 1908 to 1921 he was reporter, telegraph editor and city editor of the *Kansas City Journal*, assignment editor of the *Kansas City Times*, and news editor of the weekly edition of the *Kansas City Star*.

GRAVURE LINAGE UP

66 Roto Papers Carried 20,411,400 Lines During Past Year

Local and national advertising in gravure newspapers totaled 20,011,184 lines in 1927, according to a statement made public this week by J. C. Wilberding, vice-president of the Gravure Service Corporation, New York. This represents an increase of 2,413,039 lines over 1926.

There are now 68 gravure newspapers published in the United States, but the total given out by the Gravure Service Corporation is that of the 66 papers published continuously throughout last year. The two new gravure sections are issued with the *Peoria* (Ill.) *Star* and the *Denver* (Col.) *Post*.

National gravure advertising in 1927 in the 66 papers was 12,094,321 lines, an increase of 1,925,629 lines over 1926. Since 1921 gravure linage has increased from 6,330,091 to the present total of 20,011,184.

Old Gold is a new user of gravure sections, having placed 12,000 line contracts in the larger papers. Other big advertisers starting contracts in February include Forhan's Toothpaste, Studebaker, Vivaudou, Fleischmann's Yeast, Prophylactic tooth brush, and Pepsodent.

COLORADO EDITORS ELECT

A. W. Quin, editor of the *Alamosa Journal*, was elected president of the Colorado Editorial Association at its meeting, Jan. 13-14. More than 200 editors were present at the meeting. Other officers are: R. B. Spencer, *Fort Morgan Times*, vice-president; Edwin A. Bemis, *Littleton Independent*, secretary and field manager; R. L. Gorrell, *Arvada Enterprise*, treasurer. Directors: John N. Green, *Colorado Springs Farm News;* Ray Lanyon, *Longmont Times*; V. A. Case, *Castle Rock Record Journal;* R. B. McDermott, *Las Animas Leader*.

NELSON ART TO LOEW'S

Loew's, Inc., theater owners, this week purchased the art objects and furnishings in the home of William Rockhill Nelson, former publisher of the *Kansas City Star*, for $90,000. The objects will be used in the decoration of theaters. The collection included about 1,500 objects, being those not reserved for the William Rockhill Nelson Gallery of Art, to be created in Kansas City under the terms of the publisher's will. One of the stipulations of the sale was that the purchasers be "strangers, living at least 250 miles from Kansas City."

OUTLINE VIEWPOINTS ON FOREIGN NEWS

Abbot, Bent and Koenigsberg Tell Policies in Selecting and Editing Cables —Bent Says Foreign News Methods Stale

Willis J. Abbott, chairman of the editorial board of the *Christian Science Monitor*, Silas Bent, book and magazine writer on newspaper subjects, and M. Koenigsberg, president of King Features Syndicate and International News Service, presented contrasting viewpoints on the subject, "The Press, Its Responsibility in International Relations," at a luncheon of the Foreign Policy Association in New York last week.

Mr. Abbot contended that newspapers should not use stories which bring countries into disrepute with or contempt of each other. He believed that newspapers should print only comprehensive, instructive and carefully written articles about foreign countries.

Mr. Koenigsberg argued for the proposition that a newspaper should print only what its subscribers want to read. The editor has no commission to do the public's thinking for it, he said.

In a measure, Mr. Bent agreed with this speaker. A paper must pay dividends or become venal, he said, and in order to pay dividends it must cater to the "superstitious, credulous, gullible," 14-year-old mind, which psychologists say the average American possesses. Mr. Bent said American newspapers had made no advance in the handling of foreign news since the "present stereotypes" were invented by the elder Bennett in the '30's. He criticized New York newspapers for the difference in space given to the stay of execution in the Snyder case, and to the death of Thomas Hardy.

N. Y. CLUB HOST TO SPENDER

J. Alfred Spender, former editor of the *Westminster Gazette*, and senior fellow visiting this country under the auspices of the Walter Hines Page foundation, was to be guest of honor at a dinner at the New York Newspaper Club Jan. 27. James Melvin Lee, of New York University, was in charge of arrangements. John H. Finley, associate editor of the *New York Times*, was to preside, and other speakers were to be Julian S. Mason, editor-in-chief of the *New York Evening Post*, and Denis Lynch, *New York Herald Tribune*, and club president. Mr. Mason is chairman of the newspaper committee directing the Page fellowships.

A. N. A. GROUP MEETS FEB. 8

First 1928 meeting of the Philadelphia chapter of the Association of National Advertisers is scheduled for Wednesday evening Feb. 8 at the Hotel Warwick. It is expected that S. E. Conybeare, advertising manager of the Armstrong Cork Company, will speak on the "Rapid Increases in the Cost of Distribution." Frederick L. Lamson, H. O. Wilbur & Sons, Inc., is chairman of the program committee.

BLOCK MISSES INDUCTION

Paul Block, recently elected president of the New York Press Club, was not present at the meeting which had been announced as being for his induction. He wired his regrets from Cincinnati. The absence of Mayor Walker, Mr. Block's friend, roused considerable comment, in view of the fact that earlier in the week the Mayor had expressed indignation because the club solicited his friends to buy tickets to the inaugural meeting at $5 each.

RECEIVER APPOINTED

Stephen C. Dorsey of Rutland has been named receiver for the Rutland News Company, under a petition of Donald G. Babbitt, president for voluntary liquidation and dissolution. The company published the *Rutland* (Vt.) *Evening News* from 1899 until Dec. 31, 1927.

CALIFORNIA GROUP ASKS CHANGE IN A. B. C. CLUBBING OFFER RULE

Uniform Legal Rate for State Also Advocated at 40th Annual Convention, Los Angeles—Larson Named President—Read Resigns

RESOLUTIONS endorsing the national fight against government printing of return cards on stamped envelopes, adopting an expansion program for 1928, urging the Audit Bureau of Circulations to call for payment of 50 per cent of the subscription price of newspapers whether in combination or not to qualify in certified figures, naming of a committee to confer with the proper authorities to establish a uniform legal rate in California, and endorsing a move to establish a commission to control Mexican immigration and emigration, were adopted by the California Newspaper Publishers Association at its fortieth annual meeting in Los Angeles Jan. 20 and 21.

A report on the association's Publicity Control Bureau, started during the past year to curb activities of press agents and yet serve worthwhile community projects, revealed the new plan to be such a success that steps were taken to expand the scope of the bureau and increase its activities throughout the state.

During his annual address President Harry S. Webster of the *San Bernardino Sun* announced the resignation of Ben H. Read, executive secretary, to enter the publishing business at Beverly Hills and the election of John B. Long, Jr., of Omaha, Neb., to be his successor. He has been with the publicity department of the Northwestern Bell Telephone Company.

Tobias Larson of the *Claremont Courier* was elected president.

J. F. Craemer, *Orange Daily News*, was elected vice-president and chairman of the dailies division; E. O. Wickizer, *South Pasadena Foothill Review*, vice-president and chairman of the weeklies division; Leo A. Smith, *Santa Paula Chronicle*, vice-president and chairman of the printers division; Harvey R. Ling, *Burbank Review*, re-elected treasurer.

Paul Moore, of the *Redlands Facts;* Thad N. Shaw, *Inglewood Daily News*, and Carol H. Smith, *La Mesa Scout*, were elected members of the executive committee for two-year terms. F. S. Hosfelt, *Colton Courier*, and J. J. Krouser, *Oxnard Courier*, retired from the executive committee. Past President Harry S. Webster becomes an ex-officio member of the committee.

Ben H. Read, retiring executive secretary, was elected executive vice-president, a new title created in view of the expansion program adopted for the year by the state publishers. All of these take office Feb. 1.

A. Carman Smith, president of the Pacific Advertising Clubs Association, spoke Friday morning on the "Advertising Outlook for 1928," in which he was "generally encouraging."

The Friday afternoon session was opened with an address by Judge Leon R. Yankwich of the Los Angeles County Superior Court on "The Newspapers, the Courts, and Crime News."

"Contrary to the general assumption," Judge Yankwich said, "in the newspaper of today the space devoted to crime news is proportionately less than it was 50 years ago. However, too much of the crime and court news, instead of being an accurate and objective report of the outstanding facts, is a highly colored report. Disastrous results follow from this character of reporting. To cope with crime, we need the aid of an enlightened, not an aroused, public opinion.

"The Civic Duty of a Newspaper" was then discussed in an address by Samuel G. McClure of the *Glendale Evening News*.

"Newspaper Consolidations" was the subject of a talk by Nelson J. King of the *Pomona Progress-Bulletin*. He outlined the advantages of mergers and pointed out some of the pitfalls.

The annual banquet was held Friday evening in the dining room of the Los Angeles Chamber of Commerce. D. F. McGarry, past president of the Chamber, presided, and the address of the evening was delivered by Dr. R. B. von Kleinsmid, president of the University of Southern California.

Saturday morning was devoted to group meetings. Tobias Larson of the *Claremont Courier* presided over the weeklies division and Justus F. Craemer of the *Orange Daily News* over the dailies.

A resolution was adopted by the weeklies calling for appointment of a committee to meet with the proper county authorities to work out a uniform legal rate which should be satisfactory to both. The dailies adopted a resolution calling for co-operation with local automobile dealers whose manufacturers will use a generous portion of their 1928 appropriations in newspapers through their local agents.

The conference closed with an exchange of ideas on office forms and newspaper accounting.

At Saturday luncheon, the state publishers were addressed by former Gov. Friend W. Richardson of California and Paul Cowles, superintendent of the western division of the Associated Press.

Burton L. Smith of the *Los Angeles Times* presented the Times Cup for the best front page of the year submitted by a weekly or semi-weekly member to Mr. and Mrs. Neil Murray, publishers of the *El Monte Herald*.

TWO ARBITRATORS PICKED

Third Man to Settle N. Y. Stereotypers Dispute Still Unnamed

Mayor James J. Walker of New York this week selected two of the three arbitrators whose decision will be final settlement of the long standing wage scale dispute between the New York newspaper publishers and the stereotypers union.

The two chosen so far are Judge Bernard Shientag, who was suggested by union leaders and the Hon. Leon G. Godley, transit commissioner, choice of the publishers. For many years Mr. Godley was attorney for the *New York Sun*.

These two must pick a third to sit on the arbitration board.

HEISKELL SPEAKS IN N. Y.

John N. Heiskell, publisher of the *Little Rock* (Ark.) *Gazette*, spoke before the 29th annual dinner of the Society of the Genesee in New York on Jan. 23. Newspaper men figure prominently in the society which was founded by Louis Wiley, business manager of the *New York Times*. Frank E. Gannett, president, and Frank E. Tripp, general manager, Gannett Newspapers, are vice-presidents and Mr. Wiley and William T. Dewart, president, *New York Sun*, are members of the board of governors. Edwin S. Friendly, business manager, New York Sun, is chairman of the nominating committee.

SAVES STATE $10,000

The *Austin* (Tex.) *American*, in a story written by its editor, S. Raymond Brooks, tells of the service rendered the state by William S. White, Associated Press correspondent, who discovered a broken water main in the basement of the state capitol on New Year's Day and reported it. It was estimated that the discovery saved the state $10,000 in damages to the building and records, since the water would have run 24 hours if Mr. White had not happened to be on the job over the holiday.

REYNOLDS PROMOTED

London Manager of I. N. S. to Be Director of Foreign Service

Harry K. Reynolds, manager of the London bureau of International News Service since 1925, has been appointed director of foreign service succeeding David M. Church, resigned.

Mr. Reynolds will sail Feb. 1 from London on the *S. S. Berengaria* with Otto Tolischees, central European manager of I. N. S. with headquarters in Berlin, who is coming to this country on business.

Harry R. Flory, Paris manager of I. N. S. has been transferred to London succeeding Reynolds. Frederic K. Abbott who has been in the Paris office since 1922 has been made Paris manager.

BUFFALO PLANT SOLD

Assets of the *Buffalo Telegram* corporation were sold in Buffalo at public auction this week by majority stockholders. Vincent A. Dyker of Buffalo, purchased the plant and equipment for $12,000 and announced it would be removed to another city. After publishing the Buffalo Telegram, a Polish daily for many year, the corporation entered the tabloid field about a year ago with the *Buffalo Press*.

ENWRIGHT KIDNAPPED

Frederick W. Enwright, publisher of the *Lynn* (Mass.) *Telegram-News*, last week preferred charges of kidnaping against his chauffeur, a fortune teller fromerly in his employ, and two other men. He told police that the men attempted to extort $25,000 from him, and only released him when he had convinced them that he would go to his bank and mail them $1,000 as soon as he reached Boston.

DISCOVERED DOCUMENTS

Ralph Beaver Strassburger, publisher of the *Norristown* (Pa.) *Times Herald*, was the discoverer of the documents upon which the series of articles, "Hidden Life of L'Aiglon," being released simultaneously in the Times Herald and *New York Times*, are based. Mr. Strassburger found the documents, dealing with the life and death of the son of Napoleon, in Europe.

PLANS IRISH PAPER

Eamonn de Valera, former head of the Irish Republic, told Philadelphia reporters last week that he hoped soon to publish an Irish newspaper, to be the organ of the Republican party. He declared that there was no newspaper in Ireland today which expressed the views of his party. He estimated that about $1,250,000 would be required for the paper.

NAME FIELD MANAGER

The Utah State Press Association has appointed Fred B. Hitchings, secretary of the Salt Lake City Printer Managers' Association, as their field manager. Mr. Hitchings was with the Western Newspaper Union until some months ago. He will maintain his offices in the Continental National Bank Building, Salt Lake.

WOMAN SUES DAILY

Suit for $5,000 has been filed against the *Worcester* (Mass.) *Telegram-Gazette* by Rose Sasseville of Pawtucket, R. I., who claims to have been injured by a truck owned by the newspaper.

NEW DAILY IN TEXAS

The *Childress* (Tex.) *Index* has been established as an evening newspaper by Fred L. Haskett, who is owner and editor. Before entering the daily field it was issued three times weekly.

ISSUES TRADE NEWS

The *Columbus* (O.) *Dispatch* has issued Vol. I, No. 1, of the Dispatch Trade News section, which will be printed "from time to time in the interest of Columbus merchants."

COURTS DEAL LIGHTLY WITH REPORTERS

Jerry Swift Held on Charge of Disorderly Conduct Released by Justice—Norwalk Prosecutor Nolles Case Against Daily News Men

Jerry Swift, reporter for the *New York Evening Graphic*, was held Jan. 24 charged with disorderly conduct when he was alleged to have refused to leave the hallway of an apartment house where Mrs. Grace Mailhouse Burnham, wealthy widow and mother of the so-called "eugenic baby" lives.

Miss Sarah Mailhouse, Mrs. Burnham's aunt, appeared as a complainant against Swift. The reporter contended that he was merely waiting in the hallway for "a red haired man" who lived in the house. Miss Mailhouse said he had annoyed her ever since the birth of the baby was first reported.

After hearing the testimony the court discharged the reporter with a warning to keep away from the house.

A somewhat similar case occurred recently in Norwalk, Conn., where a reporter and cameraman for the *New York Daily News* were arrested on a charge of disturbing the peace when they attempted to interview Mrs. Judd Gray, wife of the murderer executed with Ruth Snyder at Sing Sing.

Harry Van Aken handled the case for the Daily News and Richard H. Ireland wrote the following letter Jan. 16 addressed "to whom it may concern:"

"This morning when the cases of the State vs. John O'Donnell and Philip Levine were called in the City Court of Norwalk, I recommended to presiding Judge Nehemiah Candee that the cases be nolled.

"Upon investigation I ascertained that these men were a reporter and a photographer employed by the New York Daily News and were in Norwalk for the lawful purpose of gathering news for their paper and were committing no unlawful act at the time of their arrest on charges of breach of the peace and being suspicious persons."

DIRECT COLOR PHOTOS

The *New York Sunday World* in its gravure section last week began publication of a page of direct color photographs, taken with a camera developed by Fernand Bourges. It is the first time a newspaper has reproduced pictures in natural colors. Paul Palmer, Sunday editor of the World, said the page would be continued as a weekly feature. The pictures are of scenes from local dramatic productions.

TRIPP HOST AT BREAKFAST

Frank E. Tripp, general manager of the Gannett Newspapers, was host at a breakfast given Jan. 24 at the Biltmore Hotel, New York, to a group of Elmira bankers and business men. John N. Willys, president of the Willys-Overland Company, which has a plant in Elmira, spoke. Mr. Willys predicted there would be a production of more than 40,000 Whippet cars a month by March. He said his company had adopted an aggressive sales policy and intended to do considerable newspaper advertising during 1928.

ALLEN WRITES BOOK

Carl B. Allen, member of the staff of the *New York World*, has collaborated with Clarence Chamberlin, the aviator, in a book called "Record Flights," published by Doubleday-Page-Doran, Garden City, N. Y.

VIRGINIA PAPER SOLD

The *Martinsville* (Va.) *Bulletin* has been sold by A. W. Huckle, publisher of the *Rock Hill* (S. C.) *Herald*, to E. V. Blair, who was until 14 months ago, publisher of the *Nappanee* (Ind.) *Herald-Advance*.

Romances of American Journalism

Stories of Success Won By Leaders of the Press

"IT would not seem like Trenton without Jim Kerney."

This was the tribute paid by former Governor Edward C. Stokes, of New Jersey, at a public dinner in honor of James Kerney, editor and publisher of the *Times* newspapers, Trenton, N. J.

Mr. Kerney is this week observing the 25th anniversary of his editorship in Trenton. The community influence to which Governor Stokes referred is still the dominant trait of the man who controls the daily newspaper field in New Jersey's capital city.

During the quarter of a century which now comes to a close, many journalistic and literary honors have been the lot of Mr. Kerney. Among them is the national distinction resulting from his authorship of "The Political Education of Woodrow Wilson," an authoritative interpretation of the career of America's war President which has been widely acclaimed in literary, academic and popular circles. The Trenton editor also has contributed critical articles to such publications as the *Saturday Evening Post* and the *Century Magazine*. He has had a fling, too, at numerous important posts, including that of Director of American Information in France during the World War.

But with all his national and international achievements, the editor and publisher of the Times newspapers has never lost sight of his main objective, that of making Trenton a better place in which to live.

"Trenton will prosper best when all its people are well paid, well housed and provided with decent civic surroundings," is the creed which he has upheld throughout the years.

His controlling thought has been that a newspaper publisher has a definite community responsibility which goes far beyond the mere matter of providing news, interpretation and entertainment.

James Kerney was born in Trenton in 1873. It was in the early sixties that his parents came to America from the poverty-stricken west coast of Ireland, two of his mother's brothers reaching their adopted land in time to die fighting for the Union cause, and a third speedily accepting the opportunity for self-advancement and eventually rising to the position of vice-president of Villa Nova College.

Mr. Kerney's father reared a family of ten, supporting them by dint of hard work as a tailor, his income never being in excess of $25 a week.

At 14 years of age, the future editor, having completed his elementary schooling, obtained his first job in the business world, working as a grocery clerk for three dollars a week. He soon took a job in a carriage shop, however, and began taking night courses in stenography and typewriting in the old Trenton High School. During this two-year period, he received the much more attractive salary of $4 weekly.

Upon completing his stenographic course, Mr. Kerney worked for a short time with the Pennsylvania Railroad, later accepting a position with a New York steamship exchange at a $15 wage.

In 1895, at the suggestion of John P. Dullard, then city editor of the *Trenton Times* and now state librarian, Mr. Kerney gave up his job as stenographer and returned to Trenton to enter the journalistic field. He started as a reporter at $10 a week.

He forged ahead—became political reporter for the *True American*, Trenton correspondent for the *Newark Evening News* and legislative correspondent for the *Philadelphia Press* and the *New York Herald*.

In 1903, his big chance came. The *Trenton Evening Times* adopted a policy of expansion, and Mr. Kerney was asked to undertake the editorship and assume a financial interest. He has been at the helm since Feb. 1 of that year.

(Specially drawn for EDITOR & PUBLISHER *by Seymour Marcus)*

James Kerney

Under Mr. Kerney's control, the Times launched a campaign for community service and betterment which it has carried on unremittingly for more than two decades. It has fostered each year an ice fund for the poor of the city and a Christmas fund for the children who might not be visited by Santa Claus; it has played a leading part in numerous financial drives, including those for St. Francis Hospital, Mercer Hospital and the Trenton and Mercer County War Memorial; it has been a staunch advocate of public policies designed to promote the welfare of Trenton and New Jersey; it has fought fearlessly in defense of the common welfare. These things are typical of the Kerney attitude. They have become typical of the Times.

But the editor was also an astute business man. He was not satisfied to float with the tide. Thus, in 1912, he purchased the old *True American;* and, at about the same time, bought the *Trenton Sunday Times-Advertiser*, thereby adding a Sunday issue to the daily Evening Times.

In 1925, Mr. Kerney came into complete control of the daily field in Trenton through his purchase of the historic *State Gazette*, one of New Jersey's oldest morning newspapers, which had been published continuously since 1792.

Formally announcing this last addition, Mr. Kerney addressed his Trenton readers as follows:

"We are deeply sensible of our own imperfections and of the enormous obligation resting upon us. It will be our sincere aim to see that every shade of opinion gets a square deal."

And the following day, the largest department store in Trenton declared in a spread advertisement that the merger was in the best interests of both the city and its merchants.

The public's attitude is indicated by a steadily mounting circulation.

Encouragement of a higher type of citizenship is one of the aims which the Times newspapers have emphasized. Three college scholarships are awarded annually to deserving students of the Trenton High School, and a Civic Cup is given each year to that citizen of Trenton who has rendered the largest measure of unselfish service.

The cup winner is selected by a board of award whose members are chosen by the various civic bodies of Trenton. Nominations for the award can be made by any man, woman or child in the city. There are no barriers of creed, race or social status. The sole test is that of community service.

Politically, the Times newspapers have always maintained the partisan independence characteristic of their editor and publisher. This is illustrated by Mr. Kerney's contact with Woodrow Wilson.

When Wilson loomed as the Democratic nominee for governor of New Jersey, Mr. Kerney opposed the choice, believing, as a Progressive Democrat, that the move was backed by the wrong kind of political and financial influences.

And yet, after the nomination of Wilson, it was the Trenton editor who became one of the governor's most helpful friends and supporters in connection with the Wilson switch to advocacy of the "new freedom."

In later years, after President Wilson had left the White House and had broken with most of his early political associates, the war executive recalled memories of this influence in a letter to Mr. Kerney which read, in part:

"You and I have been within sight of each other for so long that we can be sure of the genuineness of our comradeship."

Mr. Kerney has always insisted upon maintaining a disinterested attitude toward both outside business connections and public office. In recent years he has steadfastly refused proffered bank directorships, having but recently turned down several contacts of this type. Likewise, he has spurned political jobs which might easily have been his, the sole exception being his acceptance of a post on the State Civil Service Commission, to which he refused reappointment.

Mr. Kerney has earned a wide reputation as a resourceful public speaker. And here, as in the editorship of his newspapers, it is community service that is the dominating force. In the past few years, Trenton has raised more than $6,000,000 for various public causes—for hospitals, a new hotel, Y. M. C. A., Knights of Columbus, Y. W. C. A., and other buildings, together with a million-dollar war memorial—and in each of these instances, the genial, appealing force of the editor's utterances has been conceded to be the factor which brought success.

During the world war, Mr. Kerney was in great demand as a speaker in behalf of patriotic causes of all sorts. Before going to France at the request of President Wilson, he toured 21 of New Jersey's counties in support of the American Red Cross.

That Mr. Kerney has not forgotten the lessons learned three decades ago in the Trenton news-rooms is indicated by a criticism of his book, "The Political Education of Woodrow Wilson," which appeared in a western newspaper:

"Kerney is masquerading as an editor; he is really a first-class reporter."

But whatever it is—whether the reportorial skill of an editor or the editorial capacity of a great reporter—there is something about the Kerney book which has attracted the attention of scholars as well as politicians, of men-of-letters as well as men of the street. Listen to Dr. Henry van Dyke, noted Princeton publicist, professor and author:

"I want to say a word about the English of Mr. Kerney's book. It is excellent. It is the kind of English that cannot be taught in colleges. It can only be learned in the practice of writing with the purpose of telling people what happened."

This story began with a statement by former Governor Stokes. No better ending could be found than another characterization from the same source:

"No friend or foe ever appeals to Jim Kerney in vain; he meets all phases of life, cheering or depressing, and he laughs off the burdens and never boasts of the triumphs."

first in the world among weekday newspapers in ADVERTISING in 1927

During *1927* The Detroit News led all other daily newspapers of the world and was second in Sunday and daily advertising only to one other newspaper---a medium in a city of three million with a national distribution in the Sunday and daily field.

The Honor Roll of Newspapers

Six Days a Week

* Detroit News	22,294,902 lines
Chicago News	21,160,393 lines
* Washington Star	20,954,224 lines
* Chicago Tribune	20,245,254 lines
Philadelphia Bulletin	18,963,315 lines
* Pittsburgh Press	18,311,342 lines
Indianapolis News	18,227,127 lines
* New York Times	17,783,297 lines

* The Detroit News, Washington Star, Chicago Tribune, Pittsburgh Press and New York Times, also have Sunday issues, the lineage for which is not included above.

The Detroit News

The HOME Newspaper

DEATH CHAIR PICTURE SNAPPER PROMOTED

Man Who Wore Ankle Camera Heads P. & A. Washington Bureau—Appointment Was Scheduled—Editorial Justifies Publication

Tom Howard, who took the picture of Ruth Snyder in the Sing Sing death chair, this week assumed new duties as manager of the Washington bureau of Pacific & Atlantic Photos, Inc., the syndicate for which he was working when he smuggled the ankle camera into the death house. The promotion was scheduled previously and was not a result of the Snyder picture, H. B. Baker, manager of P. & A. told EDITOR & PUBLISHER.

In Washington, Howard takes the place vacated recently by Robert Denton who has joined the staff of Paramount News. He returned this week from Havana, Cuba, where he attended the Pan American Conference as staff photographer for P. & A. For the past five years Howard has been a photographer for the *Chicago Tribune*, which, with the *New York Daily News* controls P. & A. He was brought to New York to be given experience at the headquarters office before taking over the Washington position and while in New York was assigned to get a picture of the Snyder-Gray execution.

This week on Jan. 25, the Daily News published its first editorial expression on the execution photo. Doubt was expressed that many readers of the News would want any apology for the publication and the editorial was therefore addressed chiefly to "certain other newspapers." The picture was republished in the News rotogravure section Jan. 22.

The editorial stated that the "incident throws light on the vividness of reporting when done by camera instead of by pencil and typewriter," and went on to say "we think that picture took the romance out of murder."

Continuing:

"If recollection of that picture shall ever stay a hand raised to commit a murder, then that picture will have done a service to justify its publication.

"Secondly, as to the alleged gruesomeness of the picture why was it gruesome? Suppose the captions had stated that the picture showed a dressmaker's model in a peculiar pose, or a woman taking gas in a dentist's chair. No one would have given the picture a second thought. Words, in short, gave this picture its horror.

"Why other newspapers, which gave column after column of infinitely more gruesome descriptive language to the Snyder execution, should criticize the News for publishing a photograph thereof is something we cannot understand."

Mr. Baker said he had received only one reaction from a P. & A. client. The picture was distributed to 250 dailies. The publisher of an up-state New York newspaper wrote in praising the "enterprise" highly and asking for three extra copies, one for the business manager, another for the managing editor, and one for himself. The *New York Journal* offered $1,000 for the right to publish the picture in the New York evening field.

"This is not the first time that the picture of a woman being executed has been made," Mr. Baker declared. "The United States government sanctioned and circulated a photograph of the hanging of the people involved in the Lincoln conspiracy. Among those shown dangling by the ropes after the traps had been sprung was a woman, Mrs. Mary E. Surratt."

He produced a copy of the photograph to substantiate his statement.

In New York this week it was reported that there were two other cameras smuggled into the death house during the Snyder-Gray execution, but that the photographers were unsuccessful in getting results. The reports could not be confirmed officially. It was said that these two "duds" were watch cameras. No names were given.

A. P. DIRECTORS IN MOVIES

Pose for Fox News in New York—Talk About Comic Strips

Directors of the Associated Press considered the lighter things in life at the regular quarterly meeting at New York headquarters this week. All harrassing problems, if there were any, were kept in strict confidence, but they let the outside world know that they talked about comic strips and that they spent considerable time Thursday morning posing before a moving picture camera.

The discussion of comics came up when the matter of the A. P. Feature Service was reached on the budget. Some members had asked that comic strips be included with other advance matter. Nothing definite was determined by the directors. They left the question of whether or not comics should be added to the blanket service entirely up to the management, but agreed that so far as possible the feature policy should hang on a news peg.

The movies were taken by Fox News and the various shots of the directors will appear in the semi-weekly news release shown in movie theatres, under the general heading of "Moulders of Public Opinion."

All directors were present except H. V. Jones, *Minneapolis Journal*, who was detained at home by illness. Visiting the board meeting Thursday morning were John Martin, general manager and Julian S. Mason, editor-in-chief of the *New York Evening Post*.

PLAN OLD TIMERS' NIGHT

The Newspaper Club of New York will celebrate its annual Old Timers' Night, Feb. 4, at the club rooms, 136 West Forty-second street. A reception, a buffet supper, and musical entertainment will be the main features of a simple program.

AWARD JURY MEETS

Fifteen judges from all over the United States gathered at Cambridge, Mass., last week to judge the 5,000 exhibits of advertising material submitted in the annual Edward W. Bok contest founded in 1923. The winners of the prizes totaling $14,000 will probably be announced next week.

WOULD ALLOW LIBEL SUITS AFTER DEATH

AN action for libel may be brought after death, or a person may be sued for libel after death, should a bill introduced in the New York legislature, Jan. 19, by Senator Greenberg of New York, become law.

It provides that the executor or administrator of an estate may bring an action for libel in behalf of a deceased person if such an action could have been maintained during his lifetime or that the administrator or executor may be sued for libel alleged to have been committed by the deceased person during his life.

PAPER SUES FOR LIBEL

The *Jeffersonville* (Ind.) *Evening News* has sued George H. Voigt, local politician, for $20,000 damages incurred when Voigt, it is alleged, wrote to various printing supply companies letters tending to damage the paper's credit. Voigt has filed four libel suits against the News at different times. Two have been dismissed and two are pending.

WINS BOOKMAN PRIZE

The first award of *The Bookman's* monthly prize of $100 for the best newspaper story of the month, has been made to W. A. Macdonald, of the *Boston Evening Transcript*, for the month of November. The story was an account of the funeral of Florence Mills, negro actress. It appeared in the Transcript Nov. 7. Paul Patterson of the *Baltimore Sun* judged the entries.

PITTSBURGH DAILY TO BUILD

The *Pittsburgh Sun-Telegraph*, established six months ago by W. R. Hearst, with H. M. Bitner, vice-president and publisher, has acquired by lease and by purchase 10,800 square feet of ground adjoining its present eight-story building, and will soon begin excavating for an addition that will make its plant one of the fiest in the country.

MAINE NEWSPAPER PUBLISHERS AND A. P. MEMBERS RE-ELECT OFFICERS

Officers re-elected by Maine Daily Newspaper Association. Left to right: Fred R. Lord, Portland Maine Publishing Company, vice-president; L. B. Costello, *Lewiston Journal and Sun*, president; W. B. Reed, *Bangor News*, treasurer; L. D. Flynt, *Augusta Kennebec Journal*, secretary.

REPRESENTATIVES of all the leading daily newspapers of Maine attended the annual meeting of the Maine Daily Newspaper Association in Portland recently and re-elected all officers. Maine members of the Associated Press also met and re-elected the officials.

Re-elected officers are L. B. Costello of the *Lewiston Sun and Journal*, president; Fred R. Lord, Portland Maine Publishing Company and the *Waterville Sentinel*, vice president; W. B. Reed, *Bangor News*, treasurer; and L. D. Flynt of the *Augusta Kennebec Journal*, secretary.

Mr. Costello and Mr. Flynt, also president and secretary respectively of the Maine Members of the Associated Press, were re-elected.

Following the A. P. business meeting, members of the association attended a luncheon at which Edward McKernon of New York, eastern division superintendent, Eben A. Ayers of Boston, New England Correspondent, Warren C. Jefferds, Maine Correspondent and B. M. Harvey, night editor of the Portland bureau, were guests.

In addition to those who were elected to office others who attended were: James A. Cook of the *Biddeford Journal;* Frank B. Nichols, *Bath Times;* Oliver L. Hall, *Bangor Commercial*, and Guy P. Gannett, Roy L. Wardwell and Edward Humphrey of the Portland Maine Publishing Company and the *Waterville Sentinel*.

VIRGINIANS TO SEEK NEW LIBEL LAW

Present Statute Presumes Malice, Speakers at Mid-Winter Meeting Declare—Gov. Harry F. Byrd a Speaker

Arrangements to work for the passage of the so-called libel bill to be considered by the Virgina General Assembly during the current session were made by the Virginia Press Association at its mid-winter conference just held in Richmond.

Col. W. S. Copeland, publisher of the *Newport News Times-Herald*, urged members of the association to use their influence with their representatives in the legislative body to obtain the enactment of a new libel law.

"The present law presumes malice on a newspaper's part when it prints an incorrect and damaging statement," said Col. Copeland. "The commonest crook is innocent until he is proved guilty, but, if a newspaper makes a typographical error, it is assumed a malicious attack was intended.

"Under the proposed law, a person who considers himself libeled is required to give the newspaper an opportunity to correct the error before he can file suit. If the error is prominently corrected, it is seen that the newspaper intended no malice, and punitive damages cannot be assessed. The paper would be liable, of course, for any actual damages proved."

Col. Copeland and other members of the association stated that members of the General Assembly had promised support of the bill.

The conference came to a close with a discussion of the problems of daily and weekly newspapers. The editors and publishers were guests at a dinner tendered by the wholesale printers' supply houses of Richmond. Among the speakers were Gov. Harry Flood Byrd, who owns and publishes the *Winchester Star* and *Harrisonburg News-Record;* Col. Copeland, W. McDonald Lee, owner and publisher of the *Irvington Virginian*, C. H. Edwards and J. B. Taliaferro of the *Virginia Beach Weekly*. J. A. Whitman, president of the Virginia Press Association, presided.

Dr. Douglas S. Freeman, editor of the *Richmond News-Leader*, presided at the banquet tendered the newspaper men by the wholesale printers' supply houses of Richmond. E. C. Pelouze, manager of the Richmond branch of the American Type Founders, was chairman of the entertainment committee.

Others who addressed the meeting were Paul Scarborough, editor of the *Tidewater News;* J. G. Claiborne, editor of the *Hanover Herald-Progress*, of Ashland, and Col. Heirome L. Opie, editor of the *Staunton News-Leader*.

Associated Press members also held a meeting, electing Henry Perkins, managing editor, *Norfolk Ledger-Dispatch*, president.

INLAND PRINTER SOLD

The MacLean Publishing Company, Toronto, recently concluded arrangements whereby they have obtained the control of *The Inland Printer*, published in Chicago and which maintains offices in New York. The company has published *The Canadian Printer* for 40 years. The magazines will be published separately.

IRELAND GIVEN CUP

William A. Ireland, for nearly 30 years cartoonist of the *Columbus* (O.) *Dispatch*, was given a silver loving cup two feet high by the Columbus Real Estate Board last week "in appreciation of his invaluable service to the city of Columbus during the year 1927."

BECKER HOST TO MITRE

Neal Dow Becker, president of the Intertype Corporation, will be host, Feb. 2, to a dinner party at the University Club, New York, in honor of Senor Jorge A. Mitre, editor and publisher of Buenos Aires *La Nacion*.

Announcing

The Appointment of

E. M. BURKE, INC.

as National Representative

EFFECTIVE FEBRUARY 1st, 1928

BOSTON SUNDAY ADVERTISER
DETROIT SUNDAY TIMES
ROCHESTER SUNDAY AMERICAN
SYRACUSE SUNDAY AMERICAN
ATLANTA SUNDAY AMERICAN

E. M. BURKE, Inc.

NEW YORK BOSTON DETROIT CHICAGO

VETERAN JOURNALISM TEACHER DIES

Dr. Talcott Williams, Director Emeritus of Pulitzer Journalism School Served in Many Newspaper Offices

Dr. Talcott Williams, 79, Director Emeritus and organizer of the school of journalism founded by Joseph Pulitzer

Dr. Talcott Williams

at Columbia University, died Jan. 24, at his home in New York. Dr. Williams was born July 7, 1849, and since 1873 had been in newspaper work as reporter, Washington correspondent, editorial writer, special writer, city editor, associate editor, managing editor, and as an instructor. Dr. Williams was born in Turkey, the son of a missionary. He attended Amherst and after his graduation joined the staff of the *New York World*, working first as reporter, and later as Albany and Washington correspondent Later he was Washington correspondent. for the *New York Sun* and the *San Francisco Chronicle*. In 1879 he became an editorial writer for the *Springfield* (Mass.) *Republican* and two years later became associate editor of the *Philadelphia Press*, a post which he held for more than 30 years.

In 1912 he was chosen to organize the Columbia school of journalism and continued as active director until his retirement in 1919. He published the book "The Newspaper Man" in 1921.

President Nicholas Murray Butler, of Columbia University, paid the following tribute to Dr. Williams:

"In the death of Talcott Williams, American journalism has lost one of its outstanding figures of the generation just passing and Columbia University an officer and servant of commanding importance and ability."

ARTHUR L. CLARKE DIES

San Jose Editor Had Long Career in Metropolitan Fields

Arthur L. Clarke, 58, editor-in-chief of the *San Jose* (Cal.) *Mercury-Herald*, died at his home in San Jose, Jan. 24, He served his apprenticeship in the sports department of the *Omaha* (Neb.) *Bee* and later went to California, serving as reporter, and then as Chicago correspondent for the *San Francisco Chronicle*.

During the Boer War, he acted as London correspondent for the *Chicago Tribune*, returning to the United States to become managing editor of the *Chicago Examiner*, serving later in this capacity also, on the *Los Angeles Examiner*.

Leaving Hearst employ, he assumed the position of city editor on the *Chicago Herald*. He was later city editor of the *New York World*, and founder of the *New York Daily News*. Mr. Clarke soon returned to the World as assistant managing editor, returning to the coast sometime later to become associate editor of the San Francisco Chronicle, under the late M. H. de Young.

Mr. Clarke's son, Richard Clarke, rotogravure editor of the World, left for San Jose Tuesday. His father died before he could reach his bedside.

HARRY M. JOHNSON

Publisher of Rockford (Ill.) Republic Dies After Year's Illness

Harry Melancthon Johnson, 64, publisher of the *Rockford* (Ill.) *Daily Republic* and prominent in Rockford newspaper publishing life 46 years, died at 5:35 o'clock the afternoon of Jan. 19 in his home, 728 North Court street, after an illness of a year.

Mr. Johnson's first association with newspapers was as a lad of 12, when he and his brother carried routes for the old *Rockford Register*. Upon graduation from high school he became a reporter for the Register. He spent a year in publicity work, returned to the Register and in 1888, with J. Stanley Browne, John D. Waterman, Roscoe S. Chapman and others launched the *Rockford Morning Star*, serving as business manager until 1894, when it was reorganized and he withdrew.

In 1896 he joined with Charles L. Miller and John E. Warfield in purchasing the Rockford Republic, a daily and weekly. Since then he had been active in the business management of the paper. He was married to Miss Carrie May Ashton on Nov. 27, 1889. Mrs. Johnson and two sons, W. Ashton Johnson, city editor of the Republic, and Donald B. Johnson, of the Republic advertising staff, survive. Funeral services were held Saturday afternoon. Burial was in Willwood.

LEAVES ESTATE TO CHURCH

St. Paul's Protestant Episcopal church of Steubenville, O., receives the bulk of the $100,000 estate of the late J. B. Doyle, former editor of the *Steubenville Herald-Star*, who died some weeks ago. Kenyon College, at Gambier, O., was bequeathed $10,000.

JOHN ALFRED KIMBERLY

John Alfred Kimberly, 90, one of the founders of the Kimberly-Clark Company, paper manufacturers, died at his home in Redlands, Cal., Jan. 22.

Obituary

CHARLES A. BLAISDELL, 74, for 50 years connected with the *Milford* (Mass.) *Journal, News, Gazette*, the *Boston Globe* and other papers, died at his home in Milford, Jan. 20.

MRS. EMILY NORA FITTS, 22, attached to the classified advertising department of the *San Diego* (Cal.) *Independent*, died Jan. 12.

ROBERT E. HOLLY, 40, advertising manager of the *Bloomington* (Ill.) *Daily Bulletin*, died in a San Antonio hospital Jan. 20 while he was on a visit to San Antonio. His body was sent to Bloomington for burial. His wife and several children survive.

JOHN GREEN, 74, for 40 years in the circulation department of the *Galveston News* until his retirement several years ago, died recently in Houston.

O. E. DAVIS, 78, founder of the *Whitewater* (Kans.) *Independent*, died Jan. 19 in his home at Whitewater.

VERNON A. GARRISON, 57, editor of the *Brownwood* (Tex.) *News*, died last week in a Dallas hospital. He had been in the newspaper business for 45 years and was a former resident of Dallas, where he edited the *Dallas County Record*. His wife, 4 daughters and 2 sons survive.

A. A. SMITH, news editor of the *Visalia* (Cal.) *Times*, and formerly connected with the *Riverside* (Cal.) *Enterprise* and the *San Bernardino* (Cal.) *Sun*, was killed in an automobile accident recently.

HERBERT CROOKS, owner and editor of the *Chula Vista* (Cal.) *Star*, died recently at Tujunga, after more than a year's illness.

HARRY D. KINGSLEY, 70, for a number of years connected with the circulation department of the *New York Evening World*, died at his home in Reading, Pa., recently.

COL. RICHARD ROBERTSON, 83, civil war veteran and founder of the *Wheeling* (W. Va.) *News Letter*, which later became the *Wheeling News*, died on Jan. 18 at Wheeling after a long illness.

ALBERT LAPATRA, 42, building superintendent of the *Rochester* (N. Y.) *Journal-American*, died in his home last week after an illness of only an hour's duration.

A. W. MANCE, 67, former editor of the *Chicago Daily Socialist* and staff member of the *Milwaukee Daily Leader*, a well-known figure in the labor movement in the United States, died in Toronto, Can., Jan. 23.

MISS SUSANNAH W. CLAY, editor and publisher of the *Huntsville* (Ala.) *Weekly Democrat*, died Jan. 19 of pneumonia. The Weekly Democrat was founded by Miss Clay's father, John Withers Clay, shortly after the war between the states. After his death his daughter continued the publication.

MISS GRACE A. POOLE of South Mountain Road, Pittsfield, Mass., a former reporter for the *Berkshire Evening Eagle* of Pittsfield and the *Springfield* (Mass.) *Union*, was accidentally asphyxiated by gas in her New York apartment Jan. 21.

FRANCIS GRANGER BARNARD, 97, one of the few printer survivors of the California gold rush of 1849, died recently in his home in Bath, N. Y., following a long illness.

PETER SHANNON, 65, circulation manager of the *Bremerton* (Wash.) *News-Searchlight*, was instantly killed Jan. 8, when struck by a car driven by a member of the Bremerton police force.

MILTON L. DUNN, 41, telegraph editor of the *Chicago Herald and Examiner*, died Jan. 17 at the Ravenswood Hospital of pneumonia, after an illness of less than a week. Mr. Dunn, was the son of Byron A. Dunn, editor of the first daily newspaper in Waukegan, Ill. He had his first newspaper experience in Waukegan, afterwards going to Chicago, where he served on the staffs of the *Chicago Tribune* and the *Record-Herald*. After a period on the *Denver Post*, he returned to Chicago in 1916 and joined the staff of the Herald and Examiner. During the war he was a lieutenant in the 343d Infantry. His wife, a son and two stepsons survive.

RICHARD L. CROFTON, 59, public accountant and income tax expert for the *Chicago Daily News*, died Jan. 14 following an illness of several months. He was engaged by the Daily News to advise its readers on tax matters that puzzled them.

ARTHUR OSTMAN, 25, former news editor of the *Fargo* (N. D.) *Forum*, died at the home of his father, a Duluth newspaperman, Jan. 13.

PUBLICITY ORGAN FOR I. A. A.

Beginning with the February issue and continuing through July, the *Adcrafter*, official publication of the Detroit Adcraft Club, will be known as the *International Adcrafter*, and will serve as the organ of the International Advertising Association.

WINS MAKE-UP CONTEST

The *Owatonna* (Minn.) *Journal-Chronicle* was awarded first place among standard-size newspapers in the annual Minnesota newspaper make-up contest held in connection with the Farmers' and Homemakers' short courses held at the state college of agriculture, University Farm, St. Paul, Minn., last week. The *Northfield* (Minn.) *News* received first award in the six-column class. The *Bemidji Sentinel* was placed second in the standard-size class and the *Fairfax Journal* in the six-column group.

Last Week—

A new page was added to American newspapers.

A financial page — Irving Fisher's Weekly Financial Page —built on an "ideal" reached after analyzing the financial news of leading papers throughout the country with the aid of over 200 editros, publishers' representatives and security house managers.

An "ideal" page to interest the American newspaper reader who is buying $15,000,000,000 worth of securities annually—an "ideal" page to attract the $100,000,000 contract appropriated to advertise those securities this year.

This Week—

Irving Fisher's Weekly Financial Page (for release Mondays) is being launched on a nationwide scale to reach those other publishers who have awakened to the tremendous increase of financial page importance. (Editors agree it is now second in news value, while it has increased 300% in text and 150% in advertising in the past ten years). Professor Fisher's index numbers—which have enjoyed the extraordinary experience of being used and renewed by nearly 200 newspapers and financial institutions year after year without sales effort for four years—have now been "dramatized," "humanized" to appeal to the most non-technical reader. They are acknowledgedly the briefest, most accurate news condensations ever offered.

They are the essence of Professor Fisher's new, "ideal" financial page service. 18 papers have already subscribed to this new service in addition to our regular "old" service list.

Next Week—

In this space will appear the first of a series of newspaper surveys based on these analyses.

These surveys will cover various phases of newspaper management—not merely the development of the financial page. For it is a precept of this organization that the best advertising and greatest profit is mutual profit.

(Any newspaper problem of general interest will be gladly included in this series upon request).

THE IRVING FISHER SYNDICATE

266 Everit Street
NEW HAVEN, CONN.

WHY New York State

Why Your First?

Because the Empire state is the Country's most important commercial and industrial center.

Why Your Greatest?

More population, more wealth, more buying and consuming power, and more business volume.

Why YOUR Best

People have more money to spend, and spend it freely. Easily reached thru the daily newspapers, and in proportion more people read the newspapers than in any other market.

There are about a thousand and one other substantial reasons why this market is the first, greatest and the best for the national advertiser. Ask the newspapers listed below to send them to you.

		Circulation	2,500 Lines	10,000 Lines
*Albany Evening News	(E)	48,428	.13	.13
*Albany Knickerbocker Press	(M)	38,507	.12	.12
*Albany Knickerbocker Press	(S)	55,314	.17	.17
*Amsterdam Recorder-Democrat	(E)	7,532	.04	.04
†Auburn Citizen-Advertiser Journal	(E)	10,131	.055	.055
*Brooklyn Daily Eagle	(E)	77,338	.25	.25
*Brooklyn Daily Eagle	(S)	87,914	.25	.25
*Buffalo Courier Express	(M)	122,531	.22	.22
*Buffalo Courier Express	(S)	160,575	.30	.30
*Buffalo Evening News	(E)	152,684	.30	.30
*Buffalo Evening Times	(E)	111,222	.24	.24
*Buffalo Sunday Times	(S)	125,450	.24	.24
*Corning Evening Leader	(E)	9,048	.05	.05
*Elmira Star-Gazette Advertiser	(E&M)	34,688	.11	.11
*Geneva Daily Times	(E)	5,723	.04	.04
*Gloversville Leader Republican	(E)	7,390	.035	.035
*Ithaca Journal-News	(E)	7,668	.05	.05
*Jamestown Morning Post	(M)	12,004	.04	.035
*Mount Vernon Daily Argus	(E)	9,663	.05	.05
*Newburgh Daily News	(E)	15,304	.08	.08
*New Rochelle Standard-Star	(E)	8,111	.04	.04
*The Sun, New York	(E)	278,582	.65	.60
†New York Times	(M)	392,600	.85	.8415
†New York Times	(S)	656,338	1.10	1.069
*New York Herald-Tribune	(M)	302,598	.693	.673
*New York Herald-Tribune	(S)	373,484	.7425	.73
†New York World	(M)	335,928	.595	.58
†New York World	(S)	530,864	.72	.69
†New York Evening World	(E)	314,491	.595	.58
*Niagara Falls Gazette	(E)	23,623	.07	.07
*Poughkeepsie Star and Enterprise	(E)	13,999	.06	.06
†Rochester Times-Union	(E)	80,438	.21	.20
*Troy Record	(M&E)	23,174	.07	.07
*Watertown Standard	(E)	18,061	.07	.07

* A. B. C. Publishers' Statement, Oct. 1, 1927.
† Government Statement, Oct. 1, 1927.

PURELY PERSONAL

FRANK G. HUNTRESS, president and general manager of the *San Antonio Express and Evening News*, is recovering from injuries sustained in a recent automobile accident. Huntress suffered some broken ribs when a car in which he and two other San Antonio business men were riding overturned because of locked brakes.

Elbert N. Baker, president of the *Cleveland Plain Dealer*, has returned from a two weeks' trip to Bermuda. He was accompanied by Mrs. Baker.

Arthur G. Staples, editor of the *Lewiston* (Me.) *Journal*, spoke on "Cursory Comment by a Country Editor" at the Benjamin Franklin memorial exercises, Jan. 17, before the Advertising Club of Boston.

W. G. Chandler, general business manager of the Scripps-Howard Newspapers, and Mrs. Chandler left this week on a West Indian cruise. They will be gone several weeks.

Charles F. Hart, mechanical superintendent of the *New York Times*, with his daughter Betty, sailed Saturday for a 30-day cruise of the West Indies.

Lee Loomis, publisher of the *Mason City* (Ia.) *Globe-Gazette*, was speaker last week at the DAVENPORT ADVERTISING CLUB newspaper and Benjamin Franklin week program.

D. W. Grandon, editor and manager of the *Sterling* (Ill.) *Gazette*, has left to spend several months in St. Petersburg, Fla.

Kelton B. Miller, editor and publisher of the *Pittsfield* (Mass.) *Berkshire Evening Eagle*, recently entertained the paper's reportorial staff in his home. Donald L. Coleman, new city editor, formerly of the *Springfield Republican*, was extended a welcome.

N. W. Newhouse, who has published a weekly newspaper in Stanton, Mich., for more than 50 years, is taking his first vacation. Mr. Newhouse recently disposed of his controlling interest in the *Stanton Clipper-Herald*, and decided to spend the winter in Florida.

IN THE BUSINESS OFFICE

GEORGE J. AUER, advertising manager of the *New York Herald Tribune*, left New York this week for a vacation in Bermuda.

William G. Colgate has joined the advertising department of the *Toronto Mail and Empire*. He was formerly in charge of automobile advertising on the *Montreal Gazette*.

James E. Keller, at one time a member of the advertising staff of the *Cleveland Plain Dealer*, but for the past three years a member of the local display staff of the *Easton* (Pa.) *Express*, has been appointed by the latter paper as national advertising manager.

William R. Butler, manager of the automobile department for the *New York Evening Post*, sailed for Europe Jan. 25 on the De Grasse. He will be away five or six weeks.

Charles S. Leyden, business manager of the *Anniston* (Ala.) *Star*, was awarded the 1927 Exchange Club Loving Cup for having performed what was considered the most outstanding public service to the Anniston district during the year 1927.

Herbert Studebaker, for the past two and a half years advertising manager of the *Walla Walla* (Wash.) *Bulletin*, is now manager of radio station KGA in Spokane.

Harry R. Burt, formerly with the *San Francisco Examiner*, has succeeded John A. Long as advertising manager of the *Richmond* (Cal.) *Independent*.

Frank A. Clarvoe, formerly with the United Press, and later city editor of the *San Francisco News*, has been appointed promotion manager of that paper. He is succeeded as city editor by Reed Hayes, formerly with the Vanderbilt papers.

Arthur Wuirz has left the display advertising department of the *Worcester* (Mass.) *Post* and is now at Stamford, Conn.

IN THE EDITORIAL ROOMS

JAMES ROBBINS, sports editor of the *New York World*, will return shortly from a vacation spent in the West Indies.

R. Gordon Wasson, of the financial staff, *New York Herald Tribune*, has resigned to become associated with the Guarantee Company of New York. Mr. Wasson has been succeeded by R. E. Duncan, who will cover industrial news.

Henry P. Lewis, radio editor of the *Springfield* (Mass.) *Union*, and Mrs. Lewis are parents of a son, born recently.

Beach Conger, former Associated Press foreign correspondent, who has been in charge of the Detroit bureau of the Booth newspapers of Michigan, has returned to Grand Rapids. Mr. Conger will work out of the *Grand Rapids Press* office, covering special assignments for the Booth newspapers. This work was covered formerly by A. W. Stace, who resigned to enter public utility service. The Booth newspapers have discontinued the Detroit bureau.

L. K. Fredericks, suburban editor of the *Long Beach* (Cal.) *Press-Telegram* and fiction writer, has been appointed an instructor in journalism with the Extension Division of the University of California.

Jack Frank, a staff photographer of the *New York Herald Tribune*, and Mrs. Frank are parents of a son born Jan. 14.

Benjamin A. Fryer, city editor of the *Reading* (Pa.) *Eagle*, accompanied by Mrs. Fryer, sailed recently on a Mediterranean cruise on the Carinthia.

Paul D. Jonas, formerly with the *Pittsburgh Sun-Telegraph*, is now editor of the *Hill Top Record* of Pittsburgh.

John J. Cleary, editorial writer for the *Trenton Times*, has been elected president of the Trenton Historical Society.

Martin R. Marriott, of the editorial staff, *Rome* (N. Y.) *Sentinel*, has joined the *Worcester* (Mass.) *Telegram* sports staff. Leroy J. Mumpton, formerly of the Sentinel staff, became Telegram sports editor Jan. 1.

Frederick H. Ladd, formerly managing editor of the *Lawrence* (Mass.) *Telegram* and more recently with the *New Bedford Standard* and *Fitchburg Sentinel*, is now with the *Lawrence* (Mass.) *Daily Eagle*.

Hunt Clement, Jr., has been made executive secretary to United States Senator William J. Harris of Georgia. Clement formerly was on the *Atlanta Journal* and recently moved to Washington to join the United Press.

William J. Crawford, formerly city hall reporter of the *New York World*, has joined the political staff of the *New York Times*. Ernest J. Lindley is now covering city hall for the World.

Robert L. Hooker, former city editor of the *Sanford* (Fla.) *Herald* and later publisher of the *Seminole County News*, has been named assistant state editor of the *Jacksonville Times-Union*.

Boyd E. Harte, in charge of promotion and publicity for the *Rochester Democrat and Chronicle* for a number of years, recently joined the editorial department of the *Richmond* (Va.) *Times-Dispatch*.

First in Circulation
First in News
First in National Advertising
First in Local Advertising

The
CHAMBERSBURG PUBLIC OPINION

In making your schedules for Pennsylvania always include the PUBLIC OPINION.

GEO. B. DAVID CO.,
National Advertising Representatives
110 E. 42nd St. New York — 1900 Wrigley Bldg. Chicago

FOLKS WORTH KNOWING

Beverly W. Smith, Jr., staff member of the *New York Herald Tribune*, will sail some time next week for London to join the London bureau of that paper.

BEVERLY W. SMITH, JR.

Mr. Smith came to the Herald Tribune in August, 1926. He is 29 years old and was born in Baltimore. After taking an A.B. in history and economics at Johns Hopkins he attended the Harvard Law School for one year, receiving the Rhoades Scholarship for Maryland at the end of that time. He completed his legal studies at Christ Church, Oxford, in 1923, and came to New York, where he was admitted to the bar and practiced law in association with Messrs. Chadbourne, Hunt, Jackel and Brown.

He had done some foreign correspondence for Baltimore papers during his years in Europe, and had contributed to magazines, including the *American Mercury* and the *Saturday Review*, while he was practicing. During one summer he wrote editorials for the *Baltimore Evening Sun*. The urge to write news instead of drafting certificates of incorporations became increasingly strong, and in August, 1926, he left the law to join the staff of the Herald Tribune as a reporter.

Mr. Smith was married in May, 1926, to Grace Cutler, a New York newspaper woman.

Gordon Cobbledick, who has been connected with the sporting department of the *Cleveland Plain Dealer*, has been made baseball editor, succeeding Henry P. Edwards, who resigned Jan. 21 to become publicity manager of the American League, with headquarters in Chicago. Sam Otis remains in full charge of the sports department.

John McLendon, recently with the *Shreveport* (La.) *Times*, has returned to East Texas as city editor of the *Lufkin Daily News*.

John B. Tivnan, associated with the *Salem News*, and Mrs. Tivnan are on an extended tour of the Mediterranean countries.

Fred Perkins, of the *Boston* (Mass.) *Herald* staff, is the author of a series of copyright articles on the life of Andrew J. "Bossy" Gillis, mayor of Newburyport, Mass.

Richard Zecchini has been transferred from the reportorial staff, *Lawrence* (Mass.) *Evening Tribune*, to the business department of the same paper.

Ward Moore, managing editor of the *Ashtabula* (O.) *Star-Beacon*, becomes rewrite man for the *Birmingham News*, Feb. 2.

William J. Welpley, for the past two years assistant news editor of the *Providence* (R. I.) *Evening Bulletin*, has resigned owing to ill-health, and is taking an extended rest at his home in Manchester, N. H.

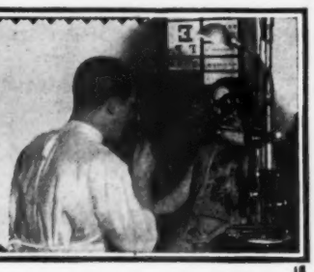
Harry Frye, formerly of the *Portland* (Ore.) *Journal*, has been made assistant managing editor of the *Birmingham* (Ala.) *Age-Herald*.

William Ridings, a former suburban correspondent for the *Lawrence* (Mass.) *Evening Tribune*, recently joined the reportorial staff of the *Lawrence* (Mass.) *Daily Eagle*.

Howard White, society editor of the *New York Herald Tribune*, has returned from a three weeks' tour of Havana and the southern states.

Clayton V. Bernhard, night city editor of the *Olympia* (Wash.) *Daily Olympian* for the past year, has rejoined the *Coos*

WHAT EYE SPECIALISTS SAY ABOUT
Ionic No. 5
TRADE LINOTYPE MARK



MERGENTHALER LINOTYPE CO.
BROOKLYN, NEW YORK

GENTLEMEN:

By comparison Ionic type is so much more comfortable to read, that any technical description of its advantages to the eye seems unnecessary. It is unquestionably a great contribution to the eye comfort of the newspaper-reading public.

It is also a contribution to journalism in that it will increase the interest of readers. We find that the desire to read at any length is largely influenced by the reading matter's effect on the eyes of the individual.

JOHN J. MCNALLY
Optometrist, Philadelphia, Pa.

No. 11
OF A SERIES

MERGENTHALER LINOTYPE COMPANY
BROOKLYN, NEW YORK
NEW ORLEANS CHICAGO SAN FRANCISCO CANADIAN LINOTYPE LTD., TORONTO
Representatives in the Principal Cities of the World

LINOTYPED IN THE GARAMOND FAMILY AND IONIC NO. 5

Bay Times, of Marshfield, Ore., as news editor.

The Guy Bates Post cup and a $100 cash prize for the best dramatic criticism published in Portland, Ore., during the past year was awarded Jan. 19 to Dean Collins, dramatic editor of the *Portland Evening Telegram*.

Gerald Hurley, formerly of Gardner, Mass., has joined the city staff of the *Worcester* (Mass.) *Evening Post*.

Robert Beith, reporter on the *Portland* (Me.) *Express*, and Mrs. Beith are the parents of a daughter, Brina Brucine, born last week.

W. S. Stewart, former editor of *St. John Telegraph Journal* has joined the editorial staff of *Montreal Gazette*.

Oliver R. Pilat, school and college editor of the *Brooklyn Eagle*, has resigned to join William Wise & Co. of Manhattan, publishers.

ASSOCIATIONS

DENVER PHOTOGRAPHERS ASSOCIATION, in annual meeting, Jan. 12, elected Charles H. Purdy, president; Lafayette Fults, vice-president; William Nast, secretary, and Carlton O. Byers, treasurer.

W. A. Keatley was elected president of the NEW YORK NEWSPAPER GOLF CLUB at its annual meeting last week. F. J. McCarthy was elected first vice-president; B. S. Orcutt, second vice-president; C. J. McDonnell, secretary; E. Blum, treasurer.

CINEMA CRITICS CLUB, organized by Chester B. Bahn, dramatic critic of the *Syracuse* (N. Y.) *Herald*, celebrated its first anniversary, Jan. 18, with a banquet at which congratulatory messages of stars and producers were read.

CAPITAL CITY PRESS CLUB, an organization of newspaper correspondents reporters and publishers in Jefferson City, Mo., was formed Jan. 10. J. H. Edwards was elected president.

REPUBLICAN EDITORIAL ASSOCIATION OF MISSOURI will meet Feb. 11 in the house of representatives chambers in the State capital in Jefferson City.

Annual winter meeting of the CENTRAL MISSOURI PRESS ASSOCIATION will be held in Sedalia, Feb. 17 and 18.

OKLAHOMA PRESS ASSOCIATION which met at Oklahoma City, Jan. 12 to 14. A gridiron dinner Friday night at which Oklahoma City newspapermen were hosts to 400 members of the association and scores of guests was a feature. "Desire Under the Helm" was the subject of a skit burlesquing the recent attempt of the legislature to meet legally for the purpose of impeaching Governor Henry S. Johnston. Walter M. Harrison, managing editor of the *Oklahoma City Daily Oklahoman and Times*, was toastmaster for the dinner program that followed.

Members of the OKLAHOMA STATE PRESS ASSOCIATION meeting in their annual mid-winter session in Oklahoma City, recently, went on record as favoring a journalism building at the University of Oklahoma and a general strengthening and broadening of the newspaper courses there. They also took preliminary steps toward the employment of a full time field secretary.

WEDDING BELLS

QUENTIN R. MOTT, of the editorial staff, *Hornell* (N. Y.) *Evening Tribune-Times*, to Frances Lucille Townsend, society editor of that newspaper, recently.

Francis A. Hart, of the *Lawrence* (Mass.) *Evening Tribune* sporting department, to Miss Gertrude A. Bishop, a member of the news staff of the same paper, recently.

Harold I. Fisher, police reporter for the *Birmingham News*, to Miss Gertrude Cockrell, of the classified advertising department, Jan. 17.

James Olecsuk of the building department *Chicago Tribune*, to Teresa Biegalska, recently.

FLASHES

We were a little fearful when Lindbergh started this Southern flight, but we guess his Paris trip played out the poets.—*Council Bluffs Nonpareil.*

A German psychologist says that perfume has played an important part in the growth of kindliness in this world of ours, but, then, he may just be an old scentimentalist.—*New York Evening Post.*

No one will deny that "U. S." has been well represented by "WE" in Central America.—*Christian Science Monitor.*

Slogan for suppressing a Latin-American revolution: "Shoot the generals and you shoot all."—*Florence* (Ala.) *Herald.*

Strange that men should call money "dough." Dough sticks to your fingers.—*Waterbury American.*

Further evidence that Chicago is the real seat of culture in the United States is to be found in the announcement that the seats in a new theatre in that city are to be equipped with chewing-gum slot machines, ash trays and receptacles for used gum.—*Springfield* (Mass.) *Union.*

READERS' REFERENCE SERVICE

EDITOR & PUBLISHER Fourth Estate Library and Topical Index Available to All

AS the service station of newspaperdom and the advertising field, EDITOR & PUBLISHER Fourth Estate maintains the most extensive library ever established in the realm of journalism. It includes a topical index of all significant events and the statistical records published through the year in the columns of this journal, classified according to various interests, alphabetically arranged and giving dates of publication. All readers are cordially invited to make use of these reference facilities. Inquiries addressed to Service Department, EDITOR & PUBLISHER, 1700 Times Bldg., New York, either by letter or in person, will receive prompt attention, of course without cost.

IT is our very great pleasure to announce that HARRY DWIGHT SMITH, formerly of Fuller & Smith, the Cleveland advertising agency of which he was founder and president, will be associated with us, as Vice-President, on the first of February, 1928.

A. W. ERICKSON will continue as President of the Company, and NEWCOMB CLEVELAND as Vice-President and Treasurer.

THE ERICKSON COMPANY
381 Fourth Avenue
New York

THE ADVERTISING OF THE FOLLOWING PRODUCTS IS PLANNED AND HANDLED BY THE ERICKSON COMPANY:

BON AMI ... CONGOLEUM RUGS ... VALSPAR VARNISH
GRINNELL SPRINKLERS ... ANSCO CAMERAS & FILM
PETER SCHUYLER CIGARS ... McCUTCHEON LINENS
COLUMBIA WINDOW SHADES ... TARVIA ... DUZ
HAVOLINE OIL ... WALLACE SILVER ... NEW-SKIN
THE DICTAPHONE ... NAIRN INLAID LINOLEUM
BARRETT ROOFINGS ... PLYMOUTH BINDER TWINE
SEMET-SOLVAY COKE ... TAVANNES WATCHES
COOPER HEWITT WORK-LIGHT ... BONDED FLOORS
INDIAN GASOLINE ... ARCADIAN SULPHATE OF AMMONIA ... NEWSPAPER INSTITUTE OF AMERICA

ADVERTISING OF THE FOLLOWING WAS PLANNED AND HANDLED FOR MANY YEARS UNDER MR. SMITH'S DIRECTION:

SHERWIN-WILLIAMS PAINTS AND VARNISHES
THE MULTIGRAPH ... FENESTRA STEEL WINDOWS
TIMKEN ROLLER BEARINGS ... SEIBERLING TIRES
BEAVER BOARD ... NATIONAL MAZDA LAMPS
WILLARD STORAGE BATTERIES ... STATLER HOTELS ... BURROUGHS ADDING MACHINES
WESTINGHOUSE ELECTRICAL PRODUCTS

SMITH VICE-PRESIDENT OF ERICKSON COMPANY

Past-President of A. A. A. A. Recently Left Own Company—Has Many Successes to Credit—No Other Changes in Erickson Co.

Harry Dwight Smith, whose retirement was announced last week from Fuller & Smith, the Cleveland advertising agency of which he was founder and president, is to become vice-president of the Erickson Company, 381 Fourth Avenue, New York, Feb. 1. There are to be no other changes in the company's organization and personnel, A. W. Erickson continuing as president, and Newcomb Cleveland as vice-president and treasurer.

Harry Dwight Smith

As a past president of the American Association of Advertising Agencies, Mr. Smith has been prominently identified for many years with national advertising affairs, and is recognized as a leader in movements for the improvement of advertising and advertising agency practices.

Mr. Smith came up through the ranks of the printing business, journalism, advertising department management, and finally became an executive in the Sherwin-Williams Company, which position he resigned to found the agency of Fuller & Smith. Under his direction were planned and handled the original general campaigns for Sherwin-Williams, Timken, Willard, Beaver Board, Statler, National Mazda Lamps, and Seiberling Tires, and the later advertising of Multigraph, Fenestra, Westinghouse and Burroughs Adding Machines.

The Erickson Company handles the advertising of Bon Ami, Congoleum, Tarvia, Dictaphone, Valspar, Grinnell Sprinklers, Havoline Oil, and many other large national accounts.

With Portland Agency

Arthur M. Sedgwick has joined the staff of Vincent & Vincent, advertising agents, at Portland, Ore., as account executive. Mr. Sedgwick's experience covers work on the copy staffs of New York, Chicago, Kansas City and Milwaukee agencies. He goes to Portland from Chicago.

Has Cigarette Account

Philip Morris & Co., Ltd., has appointed the Homer McKee Company, Inc., Indianapolis, to direct the advertising of Marlboro cigarettes.

New Frank Accounts

The Lancia Motors of America, Inc., have appointed Albert Frank & Co., New York, to direct their advertising. Consumer copy will not start until summer. The Federal Securities Corporation of New York has also placed its account with the Frank company.

Wells Joins Batten

Traverse D. Wells has resigned from the Sackman & Sherman Advertising Agency, New York, to join the trade and industrial division of the George Batten, Inc.

Gould Adds to Staff

Miss Dorothy E. Long has joined the media department of M. P. Gould Company, advertising agency in New York City. Miss Long was formerly connected with the media department of F. J. Ross Company.

Undergoes Operation

J. R. Mooney of Conover-Mooney Advertising Agency, Chicago, is recuperating at the Henrotin Hospital after an operation for appendicitis.

Livingston Takes New Post

C. B. Livingston is now in charge of the copy and plan department of Robinson, Lightfoot & Co., Inc., New York advertising agency, with offices in the Metropolitan Tower. He was at one time with the George Batten Company and later served as an account executive for Frank Seaman, Incorporated.

With Young & Rubicam

J. L. Watkins, formerly of N. W. Ayer & Son, has joined the copy staff of Young & Rubicam, Inc., New York and Philadelphia.

New Ethridge Artists

George I. Robinson and Arthur Gynt have been added to the art staff of the Ethridge Company, Graybar Building, New York.

Frankel Moves

S. W. Frankel Advertising Agency will move from their present location at 49 West 45th street, to 20 East 57th street, where they have taken a 10-year lease on the entire eighth floor, beginning Feb. 1.

Has Brassiere Account

Charles R. De Bevoise Company, Newark, manufacturers of brassieres and foundation garments, have placed their advertising account with the New York office of the Lyddon and Hanford Company, effective Feb. 1.

Rejoins Brinckerhoff

Stanley McCaw, formerly with Brinckerhoff, Inc., has rejoined that organization's copy and plan department.

MODERN ADVERTISING SINCERE

So Says Lee Bristol Addressing New York A. A. A. A. Meeting

Advertising is entering a period of greater attention to sincerity than ever before, Lee Bristol, advertising manager of the Bristol Myers Company, makers of Ipana toothpaste and other products, declared in an address delivered Jan. 19 before the New York council of the American Association of Advertising Agencies. He was speaking on the general subject "Modern Advertising Trends." About 125 attended.

"Sincerity, 'believability,' reasonableness, call it what you will, our greatest 'convincingness' in advertising is bound to come through conservatism of claims," Mr. Bristol declared. "Already the shrieking babel of superlatives has been challenged in the exceptional cases where actual hyperbole has occurred. Credibility is going to occur increasingly with the clever moderation of voice and statement that invites belief," Mr. Bristol said.

Other speakers were Roy Durstine of Barton, Durstine and Osborn, Inc., New York advertising agency, and Stanley Latshaw, president of the Butterick Publishing Company.

James Mackay vice-president and general manager of the H. E. Lesan Company, New York advertising agency, and chairman of the council, presided.

PLAN LUMBER CAMPAIGN

Industry to Spend $40,000,000 in Four-Year Program

Plans for a national advertising campaign directed toward the prospective home builder, to be sponsored by the National Retail Lumber Dealers Association, were announced last week by L. P. Lewis of Cincinnati, O., president of the organization, at the convention of the Retail Lumber Dealers of Indiana.

The program will cover a period of four years and entail a probable expenditure of approximately $40,000,000, according to Fred Millis of Indianapolis, president of the Millis Advertising Company, which will conduct the campaign through newspapers, magazines and billboards. It will be the most extensive advertising program ever sponsored by a trade association, he said.

TELLS SPECIALS WHAT AGENCIES ARE SEEKING

Frank Kaus Says Representatives Fail to Study Product for Which They Seek to Place Account—Asks More Local Data

Special representatives are most lacking in their failure to study the product from which they are seeking accounts, Frank J. Kaus, Federal Advertising Agency, told members of the Six Point League and other special representatives in a talk before a meeting at the Advertising Club, New York, last week.

As a second criticism, Mr. Kaus said too many specials depended on linage figures alone to sell the space buyer. What the agency wants is the "color" of particular markets—the advertising schemes which have produced results in the locality, the special market conditions, and detailed acquaintance with the sales conditions in particular territories.

"The greatest help that newspapers can give the agency would be to increase the development of the special representative, fit him out with the facts on the local market, furnish him with a thorough idea of the policy and traditions of the paper, and keep him posted on changes in the territory," Mr. Kaus said.

The meeting was in charge of J. Frank Duffy, president of the Six Point League.

OPENS PHILADELPHIA BRANCH

J. J. Alleva Placed in Charge of New Fred Kimball Office

Fred Kimball, Inc., representing the "Pennsylvania Select List" is opening a Philadelphia office, Feb. 1, with J. J. Alleva in charge. The office will be in the Real Estate Trust Building, corner of Broad and Chestnut streets.

In a letter to publishers whose papers are members of the Pennsylvania select list, Mr. Kimball has explained that the idea of having a resident manager in Philadelphia followed the success obtained by opening the Pittsburgh office a year ago with Grover W. Boyd in charge.

New Mogensen Account

Orla M. Cannon, owner and publisher of the *Santa Maria* (Cal.) *Times*, evening paper, announces M. C. Mogensen & Company, Inc., as his national advertising representatives.

New Burke Clients

E. M. Burke, Inc., has been appointed national representative for the *Detroit Sunday Times, Atlanta Sunday American, Syracuse Sunday American, Rochester Sunday American* and the *Boston Sunday Advertiser.*

Appoints Block

Paul Block, Inc., has been appointed to represent for the *Milwaukee Sentinel* and *Sunday Sentinel-Telegram.*

TELLS OF OLD OREGON

Fred Lockley of the *Oregon Daily Journal*, Portland, Ore., is writing a series on Oregon pioneer days for that paper. The Journal is promoting the series with half-page advertisements.

WHAT OUR READERS SAY

BARRED SNYDER PICTURE

To Editor & Publisher: On page 39 of your issue of Jan. 21 you ran an item in which you stated that the *Albany Times-Union*, the *Chicago Herald-Examiner*, the *Chicago American* and the *Rutland Herald* ran the death picture of Ruth Synder. Please be advised that the *Chicago Herald-Examiner* did not run this photograph.

Will you kindly correct this statement and oblige,

M. C. Meigs,
Publisher, *Chicago Herald-Examiner.*

We take pleasure in announcing the appointment of

PAUL BLOCK, Inc.

as our

National Advertising Representatives

with offices in

New York
Chicago
Detroit
Philadelphia
Boston
San Francisco

The Milwaukee Sentinel
Sunday Sentinel - Telegram

A. C. BACKUS, *Publisher*

CLASSIFIED MEN SET FOR ST. LOUIS MEET

Second Annual Telephone Supervision Conference to Be Held in St. Louis, Feb. 7-9—Perkins to Speak

The Association of Newspaper Classified Advertising Managers have completed plans for the second annual telephone supervision conference to be held at the Mayfair Hotel, St. Louis, Feb. 7-9. The first conference held last year in Chicago was attended by 75 members.

In a statement announcing the conference the association said:

"If the facts were known, much telephone selling is unprofitable, when tolls, bad debts, claims and other factors are considered. These factors can be controlled to a large degree and this branch of selling made a still greater linage producer and profit maker. How to control these and other factors will be discussed at the St. Louis conference.

"Already enough supervisors of proven ability and classified managers who understand telephone work, have made reservations to guarantee success of the meeting and a profit to all newspapers represented."

Speakers will include C. L. Perkins, *Chicago Herald & Examiner*, president of the association; C. W. Nax, *St. Louis Globe-Democrat;* B. J. Dietrich, *St. Louis Post-Dispatch;* and W. S. Getlin, *St. Louis Star*.

James Gauld Appointed

James F. Gauld has been appointed classified advertising manager of the *Portland* (Ore.) *Journal*, succeeding Ralph S. Thompson who has returned to his former position as the Journal's promotion director. Mr. Gauld has been on the Journal's staff for several years and during the past year has been in charge of real estate classified advertising.

Blanchard in Omaha

K. Edwin Blanchard has been appointed classified advertising manager of the *Omaha* (Neb.) *World Herald*. Mr. Blanchard has been working in the classified field in various capacities for the past 10 years. His last position was with the *Worcester* (Mass.) *Post*.

"Twin Ads" Stunt

The classified department of the *Boston* (Mass.) *Evening American* is running a "Twin Ads" stunt. Theatre tickets are being given away daily to readers who find duplicate advertisements in the classified section. Promoted with display space in the front of the paper it attracts attention to the classified section and induces many people to read it, who otherwise might pass it by.

N. E. CIRCULATORS MEET

Austin B. Croshere Elected President at Boston Convention

The New England Association of Circulation Managers held its annual convention and election of officers at the Hotel Statler, Boston, Jan. 18 and 19. Austin B. Croshere, formerly circulation manager of the *New Bedford* (Mass.) *Mercury*, was elected president of the association; Norman C. Johnson, *Hartford* (Conn.) *Times*, vice-president; Edward Byron, *Augusta Kennebec Journal*, secretary; and L. M. Hammond, Jr., *Boston Transcript*, treasurer.

Edward Dolhenty, *Worcester* (Mass.) *Telegram-Gazette;* James E. Hennessy, *Fall River* (Mass.) *Globe* and Ralph Gray, *Portland* (Me.) *Press Herald* and *Evening Express* were elected to membership on the board of directors. It was voted to hold the next meeting at Rutland, Vt., in July. The date will be announced later.

Topics of interest to circulating managers were discussed during the convention. No special entertainment program was arranged.

DECKER TO CANADA

Rochester Circulation Director to Join Toronto Mail & Empire

Ralph D. M. Decker, circulation director of the *Rochester* (N. Y.) *Democrat and Chronicle*, will soon leave that position to become circulation manager of the *Toronto* (Can.) *Mail and Empire*.

Mr. Decker was with the *London* (Can.) *Advertiser*, from 1908 to 1917, when he assumed charge of the circulation department of the *Reading* (Pa.) *Times and Telegram*, which he left a short time later to join the *Albany* (N. Y.) *Knickerbocker Press*.

He has been active in state and national circulation men's organizations.

FLANNAGAN HONORED

Circulation Manager of New York Times for 40 Years

Charles A. Flannagan, circulation manager of the *New York Times*, was guest of honor at a luncheon at the Hardware Club, New York, Jan. 26. On Jan. 25, Mr. Flannagan had served the Times for 40 years.

Speakers at the luncheon were Hugh O'Donnell, assistant business manager of the Times, Victor Ridder, of Ridder Brothers, newspaper publishers, Robert Davis, columnist and James Hasenack, circulation manager of the *New York Sun*. Lester Jones, Publishers Association of New York City, was toastmaster. Thirty New York and Brooklyn circulation men attended.

Gives Prizes to Kids

Cash prizes amounting to $190 and six honor plaques were distributed to children last week by the *New York Evening World* in an art poster contest conducted by the newspaper's Kiddie Klub of which Eleanor Schorer is director. More than 1,000 posters on the general subject of fire prevention were submitted and were placed on exhibition at a local department store. Among the judges were Heyworth Campbell, art director of Barton, Durstine & Osborn, and Guy Gaylor Clark, art director of Street & Finney, New York advertising agencies.

DISCUSSES HOME ECONOMICS

Butler Tells Why National Advertisers Employ Experts

Mrs. Mildred Maddocks Bentley, director of the Delineator Institute, Marjorie M. Haseltine, director of home economics for Hills Brothers, and Ralph Starr Butler, advertising manager of the Postum Company, Inc., were the speakers at the joint dinner meeting of the League of Advertising Women and the Home Economics Association of Greater New York, Jan. 17, at the Advertising Club. Mrs. Christine Frederick, honorary member of the League of Advertising Women, was the guest of honor and spoke briefly on her recent tour in Europe in the interest of home economics education.

"Home Economics and Advertising" was Mrs. Bentley's subject. Miss Haseltine spoke on "Where and How Home Economics Women Get Their Facts," and Mr. Butler on "Why National Advertisers Use Home Economics Experts."

Addresses I. A. A. Group

Miss Dorothy Dignam of the McJunkin Advertising Company, Chicago, represented the Woman's Advertising Club of Chicago at the Fifth District Convention of the International Advertising Association in Grand Rapids, Mich. Miss Dignam was the only woman speaker on the program.

Heads Omaha Club

Mrs. Blanche McKelvy was elected president of the Omaha Women's Press Club at the annual meeting recently.

Joins Roto Staff

Miss Martha Clava has succeeded Miss Ethel Everett in the rotogravure department of the *New York Herald Tribune*.

Cut yourself a good slice of business. Go after the Illinois market where people have the means to buy what they want. Here it lies in the heart of the country's greatest market, surrounded by great industries, producing agricultural and industrial wealth that has made its people rich and independent, and has created in them a desire to buy only the best that money can supply.

Your product will receive attention if you tell these rich folks in the daily newspapers your story. You will find it easy to interest both dealer and consumer. Why not get your slice of the business that belongs to you. If you need details or facts about this great market, why not ask the newspapers? They have research departments, and they have files of valuable information that is yours if you will only tell them what information you need. Write them today.

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Alton Telegraph	(E)	10,962	.05	.05
*Aurora Beacon-News	(E)	19,667	.07	.07
*Belleville Advocate	(E)	6,942	.03	.03
†Chicago Daily Journal	(E)	125,007	.26	.24
*Freeport Journal-Standard	(E)	9,905	.05	.05
*Joliet Herald News	(E)	20,213	.07	.07
*Mattoon Journal Gazette	(E)	5,813	.04	.04
*Moline Dispatch	(E)	12,680	.05	.05
*Monmouth Daily Review Atlas	(E)	5,424	.035	.035
*Peoria Star.....(S) 24,819.....	(E)	30,957	.085	.07
*Waukegan Daily Sun	(E)	6,200	.035	.035

†Government Statement, March 31, 1927.
*A. B. C. Publishers Statement, October 1, 1927.

LEAVES FOR SIAM

D. S. Garden of Famous Features Syndicate Leaves Friday to Assume New Duties

D. S. Garden has obtained leave of absence from Famous Features Syndicate of New York for one year, to go to Siam where he will become editor and publisher of the *Bangkok Daily Mail*, owned by the King of Siam.

He sailed from San Francisco Friday to Penang, Federated Malay States, thence to Bangkok, Siam.

Mr. Garden is a graduate of the University of Alabama and Columbia University. He served in France and joined Famous Features after the war.

Leslie Fulenwider, president of Famous Features, said Mr. Garden's successor will be announced within the next few days.

Mencken Writing Book

Henry L. Mencken has discontinued his weekly newspaper articles temporarily to devote his time to writing a book. The articles are syndicated by the Chicago Tribune Newspapers Syndicate.

New Lindsey Articles

Judge Ben Lindsey, champion of "companionate marriage" has written two articles on that subject for distribution to newspapers through Premier Syndicate of New York.

Features Recipes

The Ledger Syndicate, Philadelphia, Pa., has obtained 40 recipes by 40 famous chefs. Each recipe is given with a picture of the chef and a few lines telling the history of the dish.

Writes Personality Talks

"Personality Talks" is the name of a series of inspirational articles written for King Editors' Features, Glen Ridge, N. J., by Harry Collins Spillman, writer and lecturer.

OPEN CURTIS POOL

The Curtis Memorial Swimming Pool at Bowdoin College, Brunswick, Me., the gift of Cyrus H. K. Curtis, was formally opened recently. The pool, occupying a building of its own, is one of the most beautiful pools in the country, canopied over with an arched dome studded with frosted electric light bulbs. The building is of brick blocks and tile. The pool itself is 75 feet by 30 feet.

AD TIPS

Critchfield & Co., 14 East Jackson boulevard, Chicago. May prepare a list of newspapers in the near future on Hamm Brewing Company, St. Paul, Minnesota.

George L. Dyer Company, 33 South Clark street, Chicago. Will use a small list of newspapers in the near future on Wood Conversion Co. (Balsam Wool), Cloquet, Minnesota.

McQuinn & Beach, Inc., 30 North Michigan avenue, Chicago. May use a few roto sections for the advertising of the Hoosier Manufacturing Company (Kitchen Cabinets), New Castle, Indiana.

Lewis H. Mertz Company, 400 North Michigan avenue, Chicago. Is now placing Deisel-Wemmer Company, Lima, Ohio.

Earl C. Noyes Advertising Company, 48 East Garfield boulevard, Chicago. Is using about 100 papers on Seyon, a rheumatic remedy.

Quinlan Advertising Company, 180 North Michigan avenue, Chicago. Has been appointed as the advertising agency of the National Association of Kraut Packers, Clyde, Ohio.

Kline L. Roberts Company, First National Bank Building, Columbus, Ohio. Will place the account of the Smith Agricultural Chemical Company, Columbus, Ohio.

Roberts & Mac Avinche, 30 North Dearborn street, Chicago. Will send copy to a list of newspapers with rotogravure sections on Sears, Roebuck & Co., Chicago (Ready Built Homes).

R. E. Sandmeyer Company, 153 North Michigan avenue, Chicago. Will shortly issue schedules covering 12 pages to metropolitan daily newspapers on Showers Brothers Company, Bloomington, Indiana.

J. Walter Thompson Company, 410 North Michigan avenue, Chicago. Will prepare a list in the near future on Swift & Co. (Vigorofertilizer), Chicago.

Vanderhoof & Co., Vanderhoof Building, Chicago. Placing the accounts of Axton-Fisher Tobacco Company, Louisville, Kentucky, Clown cigarettes, and Riggs Optical Company, Chicago.

COVERED SCIENCE CONVENTION

Science Service Furnished Wide Publicity for Nashville Meet

Wide publicity was given the recent meeting of the American Association for the Advancement of Science at Nashville by Science Service, organization established by the late E. W. Scripps.

It was estimated that approximately 2,500,000 people were reached by Science Service, which sent out 94 articles for its regular service subscribed to by 60 papers. Special wire stories were also furnished to 30 dailies. These were written by Watson Davis, managing editor, and Dr. Frank Thonse, who were in attendance at Nashville. Dr. William E. Ritter, president of Science Service, delivered one of the principal addresses of the meeting Thursday evening. Miss Hallie Jenkins, sales manager, was in charge of the Science Service exhibit.

Obtains Articles

Will Irwin has written a special article entitled "Can A Man Fall In Love After Thirty?" for the *New York Sunday American*. The American has also obtained an article by Rex Beach, novelist, on "Are Our Daughters Safe In This Day and Age?" Both are being syndicated to other newspapers through Premier Syndicate of New York City.

New Human Interest Cartoon

W. R. Enwright, staff cartoonist of the *New York Morning World*, will commence drawing a weekly human interest cartoon for the Sunday World on March 4. The series will be distributed by the New York World Syndicate.

Professor Joins Tab

New York Mirror has engaged a former professor to take charge of a series of condensed masterpieces of fiction it is running. He is Leo Roberts, and was formerly instructor of French at Johns Hopkins University.

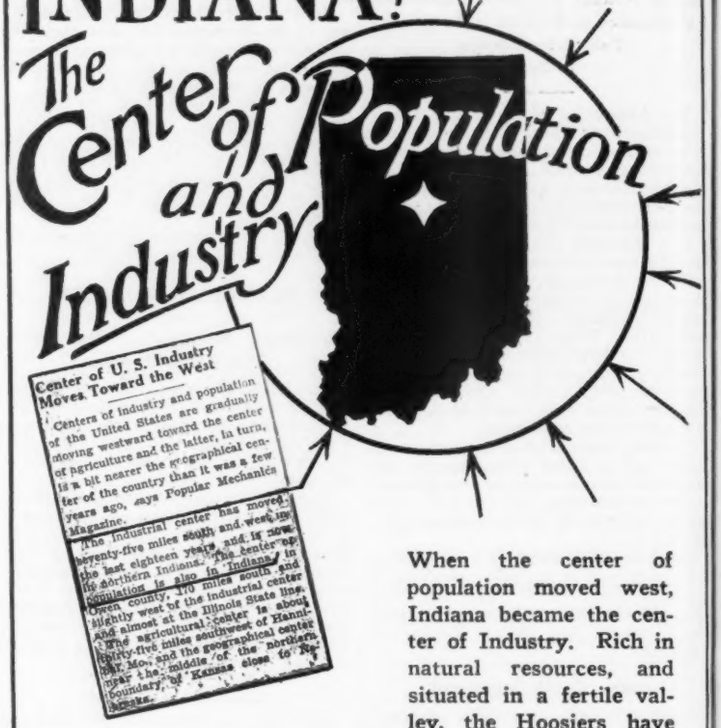
WANTED

Advertising Manager for daily newspaper in South America. An unusual opportunity for a gentleman thoroughly conversant with modern newspaper methods and with sufficient tact and ability to face extraordinary conditions in a foreign country. Please apply only by letter giving full particulars.

S. S. Koppe & Co., Inc.
Times Building
New York City

INDIANA!

The Center of Population and Industry



When the center of population moved west, Indiana became the center of Industry. Rich in natural resources, and situated in a fertile valley, the Hoosiers have not found it difficult to turn this natural wealth into productive incomes. Today Indiana is one of the wealthiest states in the Country, where the people as a class live in excellent homes, and are able to enjoy all the comforts of well to do American families.

When you come to Indiana to sell your products, you will not encounter any selling resistances. Your only problem will be to reach all the people, and this can easily be solved if you use the newspapers listed below. These papers circulate daily into the homes, where they are read, by people who are ready to buy your products.

Come to Indiana, and use Indiana's Leading dailies, if you want volume business at the smallest cost.

		Circulation	Rate for 5,000 lines
*Columbus Republican	(E)	5,016	.03
*Fort Wayne Journal-Gazette	(M)	41,747	.09
*Fort Wayne Journal Gazette	(S)	31,314	.09
*Fort Wayne News-Sentinel	(E)	44,699	.10
†Frankfort Times	(M&S)	8,193	.04
*Gary Evening Post-Tribune	(E)	17,083	.06
*Huntingdon Press	(M&S)	5,020	.03
*Indianapolis News	(E)	129,480	.25
Indianapolis Star	(M)	105,851	.20
Indianapolis Star	(S)	137,164	.27
*Lafayette Journal & Courier	(M) 8,094 (E) 14,076	22,170	.06
†La Porte Herald-Argus	(E)	6,720	.04
*Marion Leader Tribune	(M&S)	9,986	.04
Muncie Star	(M)	24,052	.08
Muncie Star	(S)	15,553	.08
†Shelbyville Democrat	(E)	4,038	.025
*South Bend News-Times	(M) 9,836 (E) 18,037	27,873	.08
*South Bend News-Times	(S)	26,173	.07
*South Bend Tribune	(S) 24,409 (E)	25,473	.07
*Terre Haute Tribune	(E&S)	23,086	.06
Terre Haute Star	(M)	26,810	.07
Terre Haute Star	(S)	26,199	.07

*A. B. C. Publisher's Statement, October 1, 1927

†Government Statement, Oct. 1, 1927.

Employment — Equipment — Services

EDITOR & PUBLISHER Classified Advertising Information

RATES

SITUATIONS (Cash with Order)
1 Time — .50 per line
3 Times — .40 per line
ALL OTHER CLASSIFICATIONS
(Cash with Order)
1 Time — .75 per line
4 Times — .60 per line
Count six words to the line

White space charge at same rate per line per insertion as earned by frequency of insertion. Minimum Contract space, three lines. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

ADVERTISING

Mediums

Full Long Island Coverage. Five territories—4 Long Island papers—3 townships. Smithtown Messenger, Islip Messenger, Kings Park and Huntington Messenger, Lake Ronkonkoma Mirror. Send one plate only for all papers to The Messenger Printery, Smithtown Branch, Long Island.

BUSINESS OPPORTUNITIES

Brokers

Bulletin of Periodical Publishing Properties for sale will be sent those desiring to invest in the publishing business. Harris-Dibble Co., 345 Madison Ave., New York.

Middle West Properties--Exclusive listings. No damaging publicity. Personal service in every deal. Everything confidential. High grade newspaper bonds for sale. Clyde H. Knox, 851 Board of Trade, Kansas City, Mo.

Daily Paper Southern California. Fine plant; good equipment; gross business 1927 over $100,000; price $80,000; initial payment $50,000; earning dividends. Also a group of desirable magazines and some choice weeklies. J. B. Shale, Times Bldg., New York. 6 North Michigan Avenue, Chicago.

Newspapers for Sale

For Sale—Will sell small county seat daily in Texas, only one in county, for $7,500 cash. Showing fair profit at present without aggressive management. Equipment good. Write D-760, Editor & Publisher.

Afternoon Paper for sale, with exclusive territory and Associated Press membership, in a southern town of over 17,000 inhabitants. Paper making money and will sell reasonable to right person. Address all replies to D-759, Editor & Publisher.

Partnership Wanted

Opportunity for partnership desired on small mid-west daily by young advertising man now earning $8,000 yearly. Excellent references. Address D-778, Editor & Publisher.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire. Pacific Coast Circulation Service, Bell W. Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Century ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Greatest Results per Dollar expended in circulation building campaigns, 23 years of leadership. Myers Circ. Organizations, Box 288, Waterloo, Iowa.

Superior Circulation Builders—The W. S. Kendall Company, 104 North Bailey avenue, Louisville, Kentucky. The circulation building organization that has set the standard for aggressive, successful circulation campaigns for nearly twenty years.

The World's Largest Circulation Building Organization—The only circulation building service in Newspaperdom furnishing publishers' affidavits of the exact results of its every campaign. The Charles Partlowe Company, Occidental Building, Indianapolis.

EDITORIAL

Features

Nine Out of Ten Readers movie mad. Give them snappy Hollywood film features. Daily, weekly. Previews, reviews, news. Low rates. Boswell, Box 2231, Los Angeles.

EMPLOYMENT

Help Wanted

Advertising Manager wanted for McCook, Nebraska, Daily Gazette. Must have strong personality, steady and capable of building permanent business and holding that already established. City 10,000 population.

Classified Promotion Man—Wanted for Metropolitan paper in the East; one who can write good classified promotional copy and can develop and carry out ideas for increasing classified volume. D-792, Editor & Publisher.

A Classified Salesman, whose ability to get Classified Advertising is measured in terms of successful accomplishment, can secure a good connection with a New England newspaper. Good salary to start and opportunity increased earnings to a producer. Address Box D-782, Editor & Publisher.

Circulation Manager with newsstand experience. One who understands general circulation of monthly magazines. Middle West location. State experience and salary expected. Address D-789, Editor & Publisher.

Salesman wanted for important newspaper reader-interest promotion specialty. Must be at least 10,000 man. Give outline of experience and usual personal data in first letter. D-793, Editor & Publisher.

Syndicate Salesman wanted who can take in interesting side-line selling to newspaper publishers. Will not interfere with selling features. D-794, Editor & Pubisher.

Telegraph Editor wanted by afternoon paper. Must make up sport page. $45. No telegrams. Post-Bulletin, Rochester, Minnesota.

Situations Wanted

Advertising Manager—Working every day, making good money, so am not looking for "just a job." Am a producer—nationally known—20 years' experience news and trade paper field and familiar with every branch. If you're willing to pay for increased business and can show me a real opportunity—write D-788, Editor & Publisher.

Advertising Manager, 10 years' experience, age 29. Mid-west. L. Batcheler, Goshen, Indiana.

Advertising—Have sold newspaper advertising space for ten years, covering all national accounts and agencies east of Pittsburg and Buffalo. D-798, Editor & Publisher.

Artist available. layouts, lettering, cartooning, sketching. Will accept position anywhere. Moderate salary. Raymond Calcey, 1137-12th St., West Park, McKees Rocks, Pa.

Artist—Advertising, layout, lettering, figure—experienced all around man. D-801, Editor & Publisher.

Business Manager, General Manager—The general manager of midwest morning daily in city of 40,000, having disposed of interest by consolidation, is seeking position as general manager or business manager of afternoon daily, with or without investment, but prefers to acquire an interest in property. Would consider morning paper if in established morning field. Fifteen years of experience as publisher and training in every department of business. Thoroughly seasoned but young in years. Accustomed to hard work and in perfect health. Married, family and want to make this last move. D-787, Editor & Publisher.

Circulation Manager—Experienced, successful. Able to successfully promote and economically maintain morning, evening and Sunday circulation. Present with combination daily. Gain of ninety per-cent in five years in former position. Eight years' experience as circulation manager. Married. Age 30. D-752, Editor & Publisher.

Circulation Manager, young, but seasoned and successful, with seventeen years' experience, small town and metropolitan morning, evening and Sunday newspapers. Not a magician but one who combines newspaper knowledge with common sense and hard work to increase circulation and revenue and thumb down expense. References will stand on their own legs. Employed now but seeks immediate change. Will come for interview on short notice. Write or wire in assured confidence to Mr. A. Rowland, 2338 33rd Avenue, Astoria, L. I.

Circulation Manager or Assistant—Six years' experience morning and evening papers. Change desired to larger field affording opportunity for advancement. Know all angles of circulation work, A. B. C. records and detail. Married. References. D-785, Editor & Publisher.

Circulation—Young man, experienced with dealers, subscriptions, collections, etc., wants connection under up-to-date Circulation Manager on live newspaper. Adaptable to any phase of circulation work. D-749, Editor & Publisher.

Circulation Manager—Experienced, resourceful and energetic. Practical ideas and the ability to carry them through to fruition. Low cost results guaranteed. Interviews solicited. D-796, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Circulation Director, with experience covering every angle of circulation building on large and small papers is open for connection. Now employed on metropolitan daily. Investigation of his record will demonstrate his ability to build and to co-ordinate the interests of circulation and other departments. D-750, Editor & Publisher.

Circulation Manager—Age 44, now employed, 20 years' experience. Salary wanted: somewhere around $100. For seven years was circulation director for chain of six newspapers, a firm believer in the independent boy plan, and have always had big success with "Kid" contests. No one can furnish better references. D-786, Editor & Publisher.

Circulation Manager seeks to prove to reputable publisher he can produce maximum results at the minimum cost. Ideas based on service and salesmanship. Available due to change of policy of present employer. Record which demonstrates knowledge and efficiency. Thoroughly acquainted and experienced on every phase pertaining to promotion or maintainance of circulation. Willing to let results prove worth. Age 30. Married. D-795, Editor & Publisher.

Circulation Manager available at once. Twenty years' experience morning, evening and Sunday papers. Familiar with all methods of distribution, promotion, office detail, audit records, etc. References. D-772, Editor & Publisher.

City Editor of small daily or Editor of good weekly. Have ten years' experience with particular qualifications for building good will. Invaluable general knowledge of newspaper making. D-739, Editor & Publisher.

Editor—College-trained newspaper man, 28, employed on large mid-West daily, seeks connection as editor of small city afternoon daily. Can write editorials, direct news department, and handle business end. D-797, Editor & Fubisher.

Editor, Metropolitan and foreign experience, seeks wider field than is offered in present post as head of editorial and news department of 16-page paper. Able writer on politics and economics. Familiar with circulation and business departments. State salary offered. Interested only in established and substantial journals. D-754, Editor & Publisher.

Editorial—Can you use, beginner, 22? University training, no experience. Bright, capable, anywhere, any salary. D-791, Editor & Publisher.

Editorial—Young woman at present employed as dramatic and music critic, seeks any sort of editorial work in New York or suburbs. Experience in rewrite, copy desk, police, district and county court; woman's, children's and church page; society, features and general routine. D-781, Editor & Publisher.

Feature Writer—Cultural, background, apprenticed to real life, seeks new connection. Newspaper experience supplemented by extensive travl. Best references. D-746, Editor & Publisher.

Linotyper—Days; New York vicinity; any class; fast, clean; take charge; 15 years' experience. D-748, Editor & Publisher.

Managing Editor of successful daily in highly competitive field seeks change for best of reasons. I am 45, married, protestant, with record of two successes as managing editor and general manager and background of years of experience on great and small dailies. Can take entire charge with economical management or build up news end as your needs may require. D-784, Editor & Publisher.

Managing Editor—Mr. Publisher small daily, do you need experienced managing editor, 30, married, to put life into paper? Capable designing, producing results. Handle wire, make reporters work. D-790, Editor & Publisher.

News Editor, leading Eastern daily, seeks city or managing editor's desk small evening daily. Record of 10 years' steady advancement to complete charge news room. Practical, energetic, executive. Married, college, giving satisfaction now. Take full news charge, organize staff or cooperate with editor. Thorough investigation and interview invited. D-800, Editor & Publisher.

EVENTUALLY

The Classified Service is recognized as offering the most direct method of making contacts in the advertising and publishing fields.

Classified Service

EDITOR & PUBLISHER

EMPLOYMENT

Situations Wanted

Telegraph Editor or reporter, Christian, open for employment. Producer. D-783, Editor & Publisher.

Web Pressman wants job as foreman; 24 years' experience, sturdy; dependable. References. D-733, Editor & Publisher.

MECHANICAL

Equipment for Sale

For Sale—Very late sixteen page Duplex Tubular, two pages wide, long construction. Complete with all curved pieces, motors, turtles, chases, etc. This is a real press. Roy C. Goodwin, Geneva, N. Y.

For Sale—One 24 x 24 Process Engravers Camera, ground glass and stand complete. Good Condition. $100.00. One 28 x 44 inch ideal printing frame with inch thick glass. $25.00. D-767, Editor & Publisher.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffman Type & Engraving Co., 114 E. 13th St., N. Y. City.

Matrix Drying Presses for sale at a sacrifice—Because of our changing to Dry Mats, we are offering for sale: 2 Single-Page Pneumatic Matrix Drying Presses—Hoe, heated by independent gas heated steam generator, complete with apron and form ejector. 1 Double-Page Matrix Drying Press with one gas steam generator, apron—no ejector. It is in good condition and is a bargain for some publisher who is seeking extra equipment. For further particulars Call or Write Fairchild Press, Inc., 8 East 13th Street, New York City, N. Y.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 153 S. Paulina St., Chicago, Ill.

Humidification

Utility Humidizers—Get rid of static, breaking webs and paper troubles in the pressroom. They also purify the air, helping coughs and colds. Safety sheet heaters for job dept. Utility Heater Co., 239½ Centre St., N. Y.

MISCELLANEOUS

Journalistic Antiques

A Collector is in the market for journalistic antiques such as first issues of well known newspapers, pictures of famous American journalists of past generations; old photographs of historic news events; copies of old newspapers containing unusual accounts of events of unusual interest; or any other antique or relic in the fields of advertising and publishing. Address D-732, Editor & Publisher and the Fourth Estate, Suite 1700, Times Building, New York City.

North Carolina Daily in Piedmont Section

We are sole agents for six day evening exclusive daily (3,000 circulation in city of 15,000 population).

This property makes more than average return on price asked. $35,000 cash down, balance on agreeable terms.

Palmer, Dewitt & Palmer
350 Madison Ave. New York

THE SOUTH

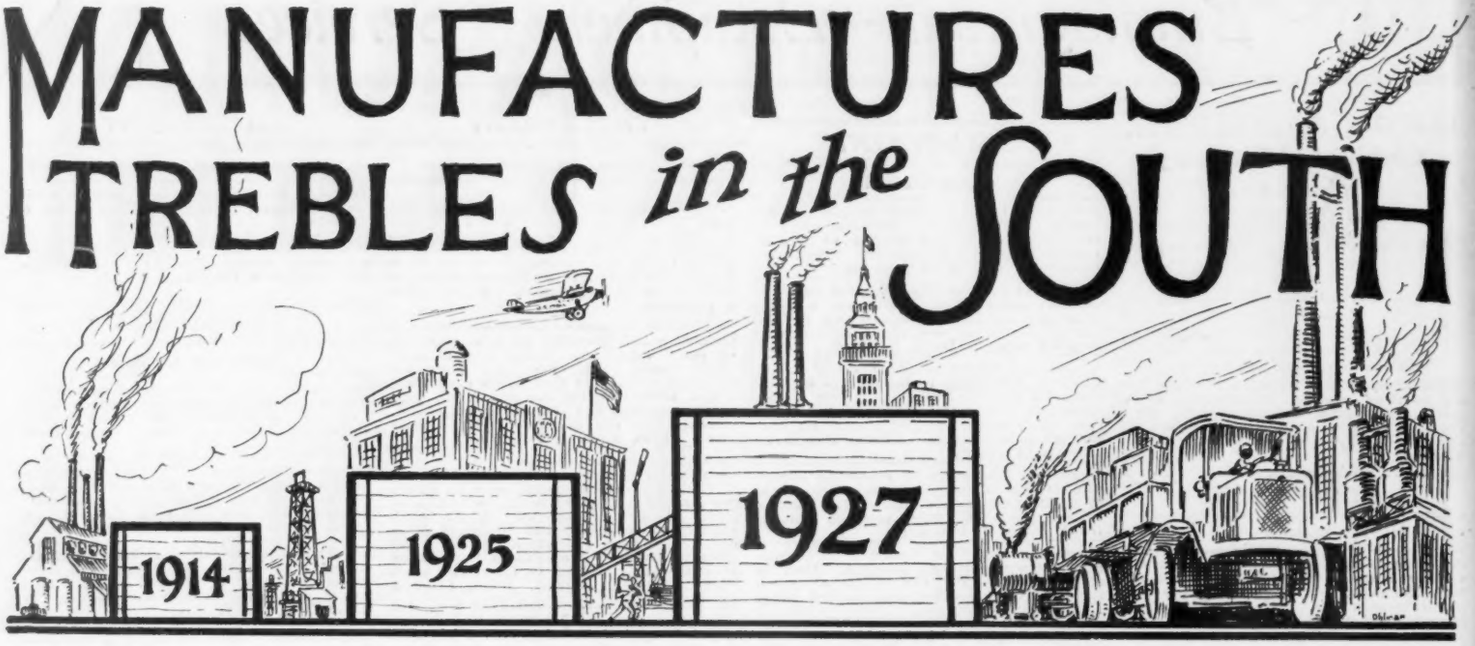
Offers great opportunities in the newspaper field. That is why we have opened a Southern office at 1724 Comer Bldg., Birmingham, Alabama.

For Eastern or Middle Western properties write our New York office, Times Bldg., New York.

Newspapers bought, sold, consolidated or appraised.

Harwell & Rockwell
Successors to
HARWELL & CANNON (Est. 1910)
COMER BLDG. Birmingham — TIMES BLDG. New York

MANUFACTURES TREBLES *in the* SOUTH



The South's Manufacturing is increasing one and a half times faster than for the country as a whole. This statement comes from Mr. John M. Hagar, of the division of Domestic Commerce, from a recent industrial survey made covering the whole country.

During the period from 1914 to 1927, manufactured products tripled in value, and increased from one billion, one hundred fifty million, to nearly three and a half billion dollars. Hydroelectric power increased since March 1925, 31%, or more than double the rate of increase for the United States as a whole.

Every industry, every activity, whether commercial, or agricultural, has shown great development and expansion. The textile industry in these cotton growing states, has been expanding at a rate which has put it ahead of that of all other states combined in the consumption of cotton.

Is it necessary to go further to prove that the South has arrived, and that it is the most important market today for the national advertiser who has a product worthy of exploitation in this great consuming market. The group of newspapers listed below can help you to reach this market. It will pay you to consult with them.

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
**Mobile News-Item (E)	14,316	.05	.05
††Mobile Register (M)	24,106	.08	.08
††Mobile Register (S)	38,496	.10	.10
FLORIDA			
††Daytona Beach News-Journal (ES)	6,828	.065	.065
**Lakeland Ledger (E)	6,829	.04	.04
**Miami Herald (M)	36,582	.11	.11
**Miami Herald (S)	38,651	.12	.12
**Orlando Sentinel (M&S)	8,459	.06	.06
††Pensacola News and Journal (E&M)	10,197	.07	.07
**St. Petersburg Independent (E)	9,335	.065	.065
**Tampa Tribune (M) 38,733 (S)	47,908	.10(.14S)	.10(.14S)
**West Palm Beach Post (M)	9,076	.07	.07
GEORGIA			
**Augusta Herald (E)	14,172	.05	.05
**Augusta Herald (S)	14,798	.05	.05
**Macon Telegraph (M)	26,917	.08	.08
**Macon Telegraph (S)	27,552	.08	.08
KENTUCKY			
**The Lexington Leader (E)	20,362	.07	.07
**The Lexington Leader (S)	20,436	.07	.07
††Paducah Sun (E)	10,224	.05	.05
NORTH CAROLINA			
**Greensboro Daily News (M)	31,015	.09	.09
**Greensboro Daily News (S)	33,722	.09	.09
**Salisbury Post (E)	6,424	.04	.04

	Circulation	2,500 Lines	10,000 Lines
SOUTH CAROLINA			
**Columbia State (M)	24,275	.08	.08
**Columbia State (S)	26,008	.08	.08
**Greenville News & Piedmont (M&E)	39,636	.11	.11
**Greenville News (S)	27,183	.08	.08
**Spartanburg Journal (E)	5,104	.06	.06
**Spartanburg Herald (M) 8,595 (S)	10,654		
TENNESSEE			
**Chattanooga Times (M)	34,140	.10	.10
**Chattanooga Times (S)	33,496	.10	.10
**Nashville Banner (E)	60,240	.11	.11
**Nashville Banner (S)	60,422	.12	.12
VIRGINIA			
**Danville Register and Bee (M&E)	15,964	.06	.06
**Danville Bee and Register (E&S)	21,296	.07	.07
**Newport News Times-Herald (E)	8,473	.05	.05
**Newport News Daily Press (S&M)	6,026		
**Roanoke Times & World News (M&E)	29,848	.09	.09
**Roanoke Times (S)	18,523	.07	.07
**Staunton News-Leader (M), Leader (E)	7,007	.045	.045

** A. B. C. Statement, September 30, 1927.

†† Government Statement, September 30, 1927.

OHIO STATE
UNIVERSITY
FEB 3 - 1928
LIB

EDITOR AND PUBLISHER

THE FOURTH ESTATE

INTERNATIONAL YEAR BOOK NUMBER FOR 1928

Vol. 60. No. 36 TWO SECTIONS SECTION TWO NEW YORK, JANUARY 28, 1928 By Mail in Advance $4, U. S. A., $4.50, Canada, $5, Foreign

Original second class entries: The Journalist, March 24th, 1884; Newspaperdom, March, 1892; The Fourth Estate, March 1st, 1894; The Editor & Publisher, December 7th, 1901; The Editor & Publisher and Journalist, October 30th, 1909; Advertising, February 7th, 1925; Editor & Publisher, May 11th, 1916; Revised entry, Editor & Publisher The Fourth Estate, December 3rd, 1927, at the Post Office at New York, N. Y., under the act of March 3rd, 1879—issued every Saturday by The Editor & Publisher Company, James Wright Brown, President.

[Copyright, 1928, by The Editor & Publisher Company]

If Circulation is the Key to National and Local Advertising

—and it is—

Do Publishers Pay Enough Attention to Their Circulation Departments?

When competition cuts in, it hurts principally through circulation.

When a publication loses, it is usually through circulation troubles.

There is nothing more vital to a publication's sustained success than the building of circulation upon a basis that will endure all tests of investigation and of time.

A newspaper, if it will, can pioneer for its community and draw trade for its merchants from a radius impossible without the newspaper's incomparable influence. Indeed, if one newspaper does not assume that responsibility, the time comes when competition forces the issue at sometimes prohibitive cost.

All circulation costs money, but the costliest by far is the kind that does not stick.

No investment can yield a publisher handsomer returns than a permanent circulation manager of exceptional ability and sterling character.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

NEW YORK DETROIT KANSAS CITY
CHICAGO ATLANTA SAN FRANCISCO

BUFFALO EVENING NEWS SURVEY

The Choice of 125,392 Housewives in the City of Buffalo As Reported by 85 Independent Grocers and 434 Chain Stores.

Manufacturers, jobbers, brokers and retailers are always interested in "customer preference" and distribution of their products. Accurate knowledge makes it possible for them to plan their activities, take advantage of loc ditions and, most important, direct their ad ance with actual facts and figure "estimates."

To furnish such accurat tasks of The Buffa make personal call an "inventory" of

Every effort is instance the investiga by the store giving it. at random, and The the compiled inform

Eighty-five rep store organizatio News repres was with approxima

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Old Dutch	0			
Weideman Mocha Java	0			
Monarch	0	0		
Splendora	1	0		
Rexonia	1	0	0	
Farma	0	0	0	
Gold Seal	0	0	1	
Lake Wood	0	0	0	2
Bliss	1	0	0	1
Arabian Banquet	0	1	0	1
Aborns	0	0	1	1

Kensington. In each section seventeen representative stores were chosen; five class A, seven average or class B, and five class C. This gives a spread through all classes of outlets.

In presenting the results of this survey, you will note it Here we often note a great differ- when called to the attention of emedied. Customer preference ions. Undoubtedly this is in a the retail outlets. They a decided extent.

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	0	0	1	1
ce Rose	0	0	0	1
Weideman	0	0	0	1
Sanka	0	0	0	1
Royal Scarlet	0	0	0	1
Society	0	0	0	1
Beech Nut	0	0	0	1
Astor	0	0	0	1
Old Master	0	0	0	1

A Service

far beyond the contract demand

In Buffalo, The Evening News goes into over 85 percent. of the homes every evening in the week. Over 154,000 housewives have learned to plan their buying from the advertising appearing in its columns.

Retail merchants in Buffalo recognize this dominant newspaper by placing the majority of their copy in its columns. Food merchants are unanimous in their statement that The Buffalo Evening News is the only medium that has contributed to the success of their annual Food Show. The grocers of Buffalo know advertising placed in The News will move those slow sellers from their shelves.

And, editorially, The Buffalo Evening News steadfastly maintains the highest standard, carefully safeguarding the immature mind of its youthful readers; frankly discussing civic and national questions of the day; honestly advising their women readers in matters of home administration, and publishing all the news of the day without partiality.

Financiers and investors depend upon The Buffalo Evening News to give them market and business information sixteen hours in advance of any other paper.

And, now, manufacturers, wholesalers and brokers are relying on The Buffalo Evening News Market Surveys for accurate pictures of distribution and customer preference in the Buffalo market. Their sales campaigns are mapped out after they have received the analysis of the market from The Buffalo Evening News.

Ask this splendid merchandising department any question that is in your mind about your own distribution and competition in Buffalo.

Cover Metropolitan Buffalo with

THE BUFFALO EVENING NEWS

EDWARD H. BUTLER, *Editor and Publisher*

KELLY-SMITH CO., National Representatives Graybar Building, New York
Atlantic Building, Philadelphia Tribune Tower, Chicago
Waterman Building, Boston

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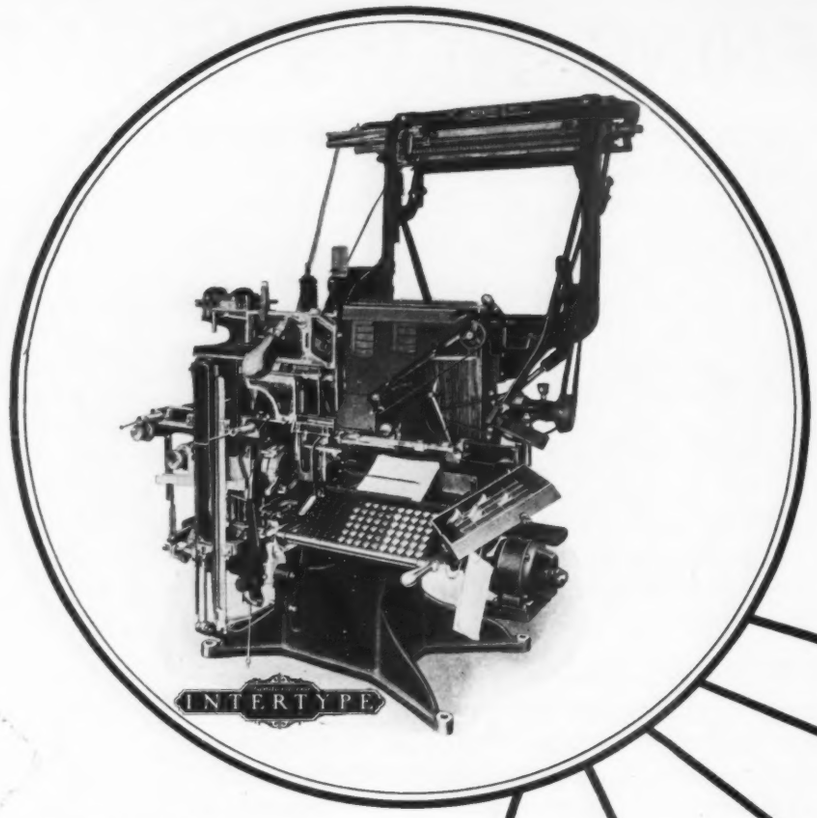
INTERTYPE



The STANDARDIZED INTERTYPE has no "models" in the usual meaning of the word. From either the 30 or 42-em BASIC UNIT as many as 18 different arrangements of equipment can be obtained by adding EQUIPMENT UNITS. The *flexibility* of the Standardized Intertype and its *capacity* for a great variety of work is practically unlimited.

Standardized Intertype

BASIC UNIT

Measures up to 42 Ems

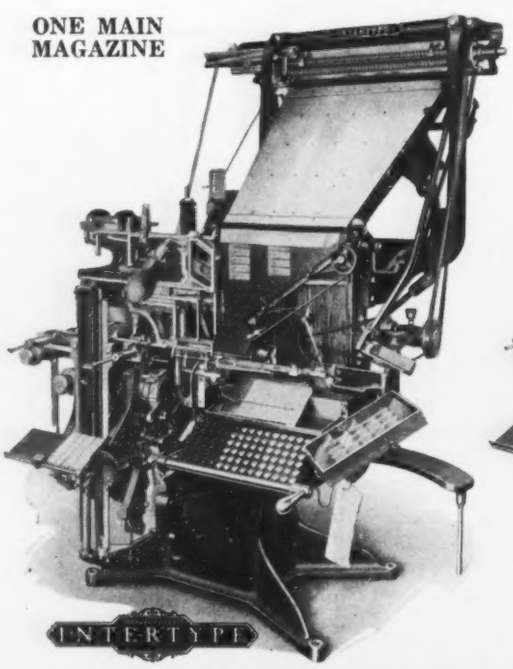
WITH STANDARD EQUIPMENT

With Standard Equipment UNIT A

With Standard Equipment UNIT B

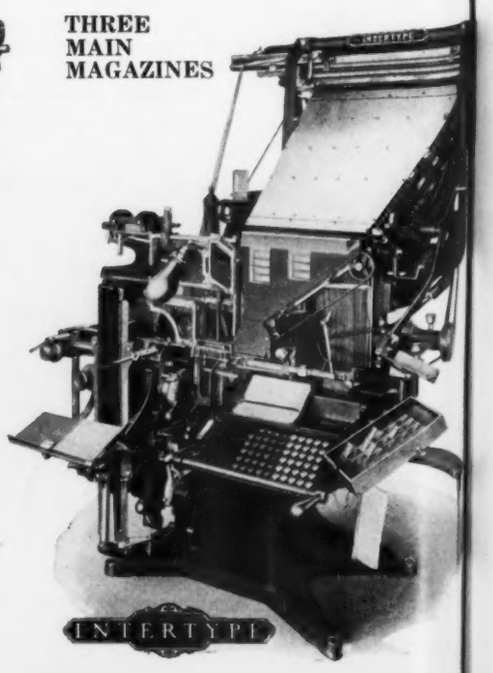
With Standard Equipment UNIT C

ONE MAIN MAGAZINE



TWO MAIN MAGAZINES

THREE MAIN MAGAZINES



STANDARDIZATION

--not just an interesting mechanical feature but a PROFIT-MAKING feature

STANDARDIZATION means *unit-built.* Magazines, molds, liners and even small parts are readily *interchangeable.* And all *new improvements* are always designed to fit outstanding Standardized Intertypes.

Standardization keeps your investment at a minimum

You buy a Standardized BASIC UNIT and only such EQUIPMENT UNITS as your present needs demand. You need not tie up good money now in equipment you might not require until later on.

Standardization keeps your upkeep down and puts your output up

A machine of similar design and fewer parts must cost less to operate. Parts which do *not* exist *cannot* wear out. Standardization necessarily brought about *simplification.* 43 important improvements, found on no other machine, combine to make it *unequalled* in its field. Some speed up production—some save the time of the operator and others forestall delays and stops because the breakable parts have been eliminated.

INTERTYPE FEATURES
Write for new booklet
"Profit-Making Intertype Features"

UNITS

INTERTYPE CORPORATION

1440 Broadway, New York

Chicago San Francisco New Orleans
London Berlin

With Standard Equipment
UNIT C-3—1 s.m.

+ ONE SIDE MAGAZINE

With Standard Equipment
UNIT C-3—3 s.m.

+ THREE SIDE MAGAZINES

SEVEN YEARS' FIGURES

Advertising Linage in
The Christian Science Monitor
showed an increase of 552,756
lines in 1927 over 1926

Figures for seven years are as follows:

YEARS	LINES
1921	**1**,509,097
1922	**2**,029,246
1923	**3**,488,353
1924	**4**,163,159
1925	**5**,774,791
1926	**6**,600,227
1927	**7**,152,983

THE ANSWER?
"Satisfied Advertisers"

The Christian Science Monitor

107 Falmouth Street Boston, Massachusetts, U. S. A.

"A Quality Medium For Quality Products"

The Los Angeles Evening Herald

in 1927 carried

13,481,888 Agate Lines

of

Display Advertising

which was

4,259,290 lines MORE than the next largest Los Angeles Daily (a morning paper), and 4,999,036 lines MORE than the second afternoon paper.

The circulation of The Los Angeles Evening Herald, over 207,000, is greater by thousands than that of any other daily newspaper, not only in Los Angeles, but in the entire west.

The bulk of this circulation, 96.4% of it to be exact, is concentrated right in the city of Los Angeles and its immediate suburbs, and it is this great concentration that causes shrewd merchandisers to select this newspaper as the mainstay of their advertising efforts in the Los Angeles market—and in 1927 caused 106 National advertisers to use The Evening Herald exclusively in this field.

LOS ANGELES

EVENING HERALD

Represented in

New York
by
HERBERT W. MOLONEY,
342 Madison Ave.

Chicago
by
JOHN H. LEDERER,
910 Hearst Bldg.

San Francisco
by
A. J. NORRIS HILL,
610 Hearst Bldg.

HEADLINERS--*Nothing Trivial!*

Newspaper editors know that McNaught Syndicate does not take up their time with consideration of inconsequential features.

Here are headliners—features that help to make your newspaper INTERESTING and IMPORTANT.

BOBO BAXTER, daily comic strip, by RUBE GOLDBERG. Funny continuity at its funniest.

JULIA BOYD, "Fashionable Folk," daily, two columns, all in the mat. The clothes are sketched on prominent women.

BUNGLE FAMILY, daily strip and weekly page. Ask any publisher or editor who has ever printed it! By HARRY TUTHILL.

CAPITAL NEWS, daily and weekly news feature service out of Washington, for women and persons interested in women. MAXINE DAVIS edits this service.

ROE FULKERSON, Andrew and Imogene, daily; Hotel Stenographer, daily; Sunday Morning Breakfast, weekly. Snappy text features.

KEN KLING, daily strip, WINDY RILEY. Good, hilarious fun, and going fine!

CLIFFORD BcBRIDE, tabloid page or regular half page, weekly, pantomimic cartoons that tell a story.

O. O. McINTYRE, daily and weekly New York gossip, done so well that hundreds of writers are always trying to "do a McIntyre." Two-column art with weekly article.

OLIVER'S ADVENTURES, daily boy adventure strip, by GUS MAGER. It actually *holds* readers.

PIRATES AHOY! weekly pirate tale by CHARLES B. DRISCOLL, with striking three-column art. And who doesn't love a good pirate tale?

WILL ROGERS, most famous living man. Weekly articles, with two-column art. Daily telegrams on live topics. Daily anecdote with one-column art.

ALBERT PAYSON TERHUNE, Tales of Real Dogs. Can't beat this series for human interest.

TWO-WAY PULPIT, by JOHN ROACH STRATON and HUBERT C. HERRING. Religious feature without controversy.

THE LIFE STORY OF JAMES J. JEFFRIES, sparkingly told by himself, will be released by this syndicate at a future date. It will make sport pages shine!

You can't find a better lineup of distinctive features. McNaught Syndicate knows the value of white paper, and offers no space-wasting features.

McNAUGHT SYNDICATE, Inc., Times Bldg., New York, N. Y.

V. V. McNITT
President

CHARLES V. McADAM
Vice President

COMPLETE 24-HOUR NEWS MAT AND FEATURE COVERAGE AT ONLY ONE COST WITH CENTRAL PRESS

The General Service

1. NEWS PICTURES
A package of spot news mats every twelve hours—the day service and The Nighthawk*

2. FEATURE STORIES
Three illustrated human interest and news feature stories daily.

3. SPORTS
Daily Cartoons by Jack Sords
Daily Sports Done Brown by Norman E. Brown
Daily Sport Ritticisms by Bill Ritt
Daily Sports Layouts, News Illustrations and Feature Stories.

4. WOMEN'S FEATURES
How to Achieve Beauty by Mme. Helena Rubinstein
I have Said in My Heart by Idah McGlone Gibson
With Women of Today by Lilian Campbell
Living and Loving by Mrs. Virginia Lee
Household Hints by Mrs. Mary Morton
Songs of a Housewife by Marjorie Rawlings
Wife Preservers.

5. FASHIONS
By Lucien Lelong, premier Parisian couturier, weekly.
Lucey Claire fashions semi-weekly.
Mme. Lisbeth daily.

6. CHILDREN
Peter's Adventures by Mrs. Florence Smith Vincent.

7. HEALTH
"Diet and Health" by Dr. Lulu Hunt Peters.

8. EDITORIAL
Daily Editorial Cartoons by Jesse Cargill
What's What in Washington by Chas. P. Stewart
The Way of the World by Grove Patterson
The Day Book of a New Yorker by Burton Rascoe
Kellygrams by Fred C. Kelly
Star Gazing—Movie Stories
The World and All by Chas. B. Driscoll
International Bible School Lesson (Sunday) by Dr. Alvin E. Bell.
Who's Who and Timely Views
The Grab Bag
One-Minute Pulpit
Dinner Stories
How the Other Half Behaves.

9. COMIC STRIPS
High-Pressure Pete by George Swanson, creator of Salesman Sam.
Etta Kett by Paul Robinson
Goofey Movies by Fred Neher
The Figgers Family by Vep

10. PANELS
Old Home Town by Lee W. Stanley
Just Among Us Girls by Paul Robinson
Forlorn Figures by Clifford McBride
Nonsense by George Swanson
Sally's Sallies by R. J. Scott
Noah Numbskull by Lee Stanley.

11. SERIAL FICTION
Illustrated Serial Fiction by Famous Authors.

12. MORGUE
A weekly service containing pictures to build up your morgue.

SYNDICATE FEATURES
Available on the same contract and in conjunction with the general service.

The World's Best Picture Page.
Weekly Sports Pictorial.
Beatrice Burton Fiction.
Skippy, by Percy Crosby, daily.

CENTRAL PRESS is an independent organization interested only in building an economical service of high quality for the newspapers it serves. The present service, formed by the merger of The Editors' Feature Service with Central Press on August 1, 1927, offers what many publishers believe to be the strongest general service ever produced by a newspaper syndicate.

Waste in feature investments is entirely eliminated, due to the fact that Central Press provides a complete service with all worthwhile features a newspaper needs.

Time and again Central Press service has paved the way for material reductions in the total cost of features, a problem with which you are no doubt familiar, and it may be that it offers the solution to your particular difficulties. The service is complete in every detail.

**Announcing . . .*

THE NIGHTHAWK
"Today's Pictures Tonight"

An Extra News Mat Service Mailed from Cleveland Nightly and Supplementing the Day Service

With the addition of THE NIGHTHAWK, Central Press provides a Special Night Package of Spot News Pictures giving 24 hours' service

The Most Complete Picture Coverage in America

FIRST IN THE MAILS—TODAY! **AND NOW** LAST IN THE MAILS—TONIGHT!

We Invite Your Inquiries

The Central Press Association

V. V. McNITT
President

1435 E. Twelfth St.,
Cleveland, O.

FARRIS A. FLINT
Manager

A DUPLEX PRESS FOR

OUR CUSTOMERS SAY—

"The operating satisfaction is 100 per cent."

W. F. Herman
Windsor, Ontario
Border Cities Star

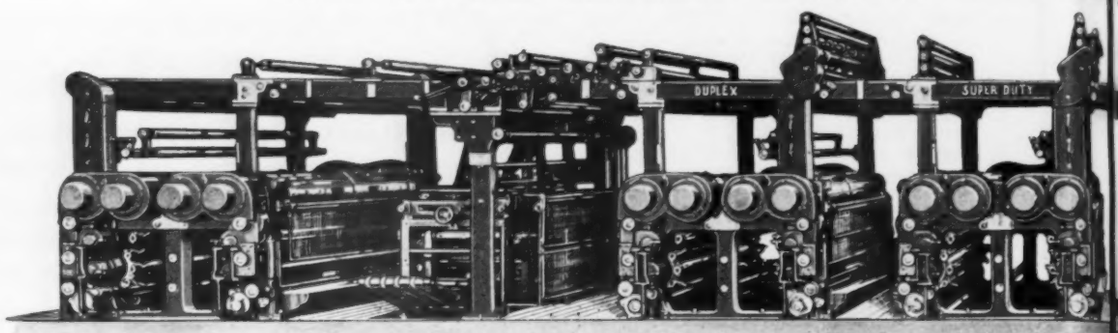
"Our first edition had the most uniformly good print of any ever sent out of our pressroom."

E. T. Rollins
Durham, N. C.
Morning Herald

"After one year we are as sold on the Duplex as we were on the day of the purchase."

I .U. Sears
Madison, Wis.
Wisconsin State Journal

A DUPLEX FOR THE

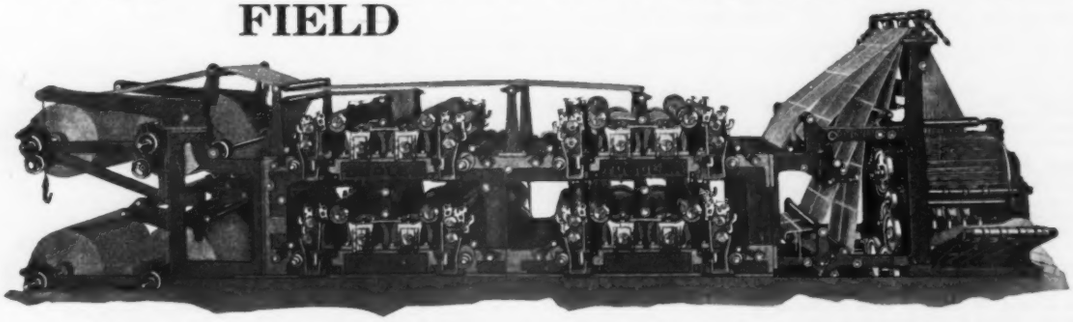


THE DUPLEX SUPER DUTY INTERCHANGEABLE

All printing and folding units interchangeable, simplicity of design, accessibility of operating parts, parts on an oversize basis by skilled engineers give long life and low maintenance cost. Manufacturing man and continuous production of a high grade product are the ideals of Duplex designers.

OUR CUSTOMERS

A DUPLEX FOR THE INTERMEDIATE FIELD



THE DUPLEX TUBULAR PLATE ROTARY STEREOTYPE PRESS

Prints all page combinations in multiples of two up to the full capacity of the press and all at full speed—30,000 per hour. Only one set of plates is cast. No double plating. Furnished in all page sizes from 8 to 48 or more.

OUR CUSTOMERS SAY—

"Our Duplex Tubular has not only helped us to attain our present growth, but better still, is even now helping us to progress still further."

Fred Naeter
Cape Girardeau, Mo.
Southeast Missourian

"It has paid better than any investment we have made since I bought the Gazette. Our circulation has jumped nearly two thousand and we are still going strong."

William Allen White
Emporia, Kans.
Gazette

"Our four years with a Duplex Tubular convinces us that it is the ideal press for a small city daily. It is easy to handle, it has high speed, it does good work and renders dependable service.

J. A. Davis
Albany, Georgia
Herald

"We are frank to state that it is the biggest advance in newspaper printing that we have known.

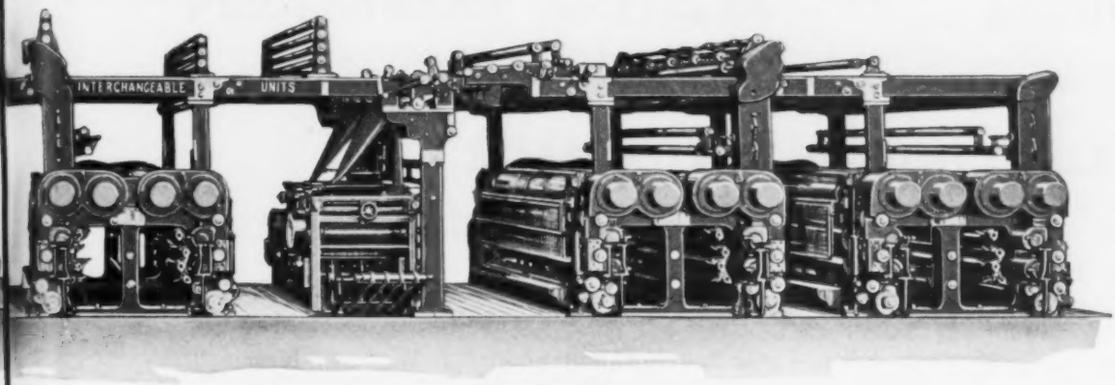
We cannot congratulate you too strongly on the design and construction of the press."

E. D. Corson
Lockport, New York
Union-Sun and Journal

THE DUPLEX PRINTING PRESS COM

EVERY NEWSPAPER

METROPOLITAN FIELD



UNIT SEMI-CYLINDRICAL PLATE PRESS

assure dependability and ease of operation. Careful selection of materials and the designing of all precision insures smooth running and high productivity. Complete safety and convenience for the press-

OUR CUSTOMERS SAY—

"Highly pleased with the presses—they are doing for us everything you said they would do."

Chas. G. Mullen
Tampa, Florida, Daily Times

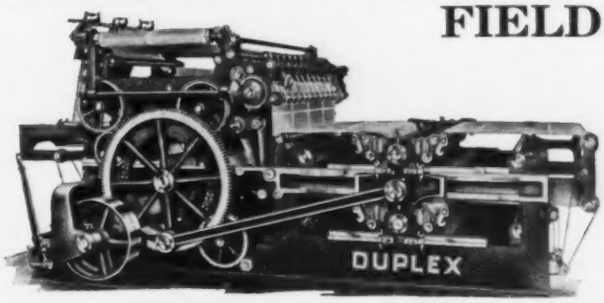
ALSO

Numerous other testimony which space prevents printing. Refer to any Duplex user. Among them are:

Winnipeg, Man.—Tribune
10 Units
Akron, O.—Beacon-Journal
13 Units
New York, N. Y.—World
43 Units
Williamsport, Pa.—Sun
Sextuple
Waterloo, Ia.—Courier
Sextuple
Paterson, N. J.—Press-Guardian
Sextuple
Hackensack, N. J.—Record
Sextuple
Staten Island, N. Y.—Advance
Sextuple
Savannah, Ga.—Press
Sextuple
Boston, Mass.—Post
Octuple

WRITE OUR ADS

A DUPLEX FOR THE SMALLER FIELD



THE DUPLEX FLAT BED WEB PERFECTING PRESS

Prints directly from type forms, using paper in the roll. Prints, cuts, folds, counts and delivers 2, 4, 6 or 8-page papers at the rate of 5,000-6,000 per hour, accommodates page sizes up to 8 columns 13 ems.

For papers not requiring such great productive speed, we recommend The Duplex Model A.

OUR CUSTOMERS SAY—

"In our opinion it is the best press on the market for any daily paper which is not yet ready to change over to stereotyping."

F. W. Atkinson
Watsonville, Cal.
Register

"Your representative said the Duplex would pay for itself as we used it. We took this with a grain of salt but it is not an overstatement at all."

R. H. Laschinger
Gilmer, Texas
Mirror

"We are very much pleased with the quality of work which the press does and the time that we save by the press is quite a factor in our plant."

D. N. Fields
Islip, Long Island, N. Y.
Consolidated Press

"Your salesman knew what he was talking about when he said the press would pay for itself in three years. We issue in one-sixth of the time we formerly used."

Chas. M. Meredith
Quakertown, Pa.
Free Press

PANY, BATTLE CREEK, MICHIGAN

METROPOLITAN FEATURES

ELLA CINDERS

A Sweeping Hit from Sandy Hook to the Golden Gate—*A Strip that Outstrips* by BILL CONSELMAN and CHARLIE PLUMB.

ELLA CINDERS COLOR PAGE

A Banner Offering in the Weekly Field—Feeds into the Daily Strip—But Every Page Also a Self-Starter on Its Own.

GOOD TIME GUY

A Ten-Strike among Comic Strips—as Well as a New Sunrise in the Comic World—An Exhilirating Cartoon Chronicle by FRANK SMILEY.

GLADYS

And the Young Moderns, *a Regular Capsule of Delight—A Daily Grinogram,* by Alan Dunn—1-col. Cartoon six-days-a-week; 2-col. one day.

FEG MURRAY

Champion Athlete and Champion Sports Cartoonist—Who Swings THE PENCIL WITH A PUNCH—Flashing Drawings—Authentic Dope—Sparkling Wise-Cracks—3 or 2 cols. Five Days a Week. 4 cols. Saturday or Sunday. Extra Releases for Big Events.

MILDRED BARBOUR

Swift, Successful Romances—Ads in mat form: Full Page, Half, Quarter Page and Smaller Sizes. Daily Illustrations.

ELEANOR GUNN FASHIONS

Authoritative—Entertaining—Timely — Brief, Illustrated Descriptions of What Women Are Wearing—How to Dress Well Without Extravagance—Seven Days a Week.

DICKEY'S DOGS

They "Speak" for Themselves—Whistle Them Up for a Romp and Let Them Speak to Your Readers—Once-A-Week; 3-col. or 2-col. Size.

METROPOLITAN NEWSPAPER SERVICE

MAXIMILIAN ELSER, Jr., General Manager EARL J. HADLEY, Associate

150 Nassau Street, New York

METROPOLITAN FEATURES

PRE-EMINENT ARTICLES

Subjects That People Think and Talk About—Written for Newspapers by the Greatest Writers of the Day. Life—Success—Love—Happiness. Modern Men, Women, and Marriage. Splendidly Illustrated.—*"A Lustrous Name—An Arresting Idea."*

A. A. MILNE

Whose Books Are Selling Around the World—Author of "When We Were Very Young," which has sold close to 300,000 copies, "Winnie-the-Pooh," and "Now We Are Six," which in three months has sold upwards of 200,000.—Verse and Prose for Young Folks of Every Age—Once a Week—Illustrated by BERT SALG.

STEPHEN LEACOCK

Ace of Humorists—Enjoyed on Five Continents—He Writes the Universal Language of Humor—Once-A-Week.

PINNACLE FICTION

Fiction at the Finest Edge for Newspaper Readers by Outstanding Writers of the Day. Love—Excitement—Suspense—Action.

ZENITH FICTION

Stories That Stir, Stimulate and Satisfy.—Mystery, Humor, Romance, From the Pick of Current Fiction.

EXPLOIT AND ADVENTURE

A Man's Feature — That Women Read — Strange Lands, Strange People, Strange Experiences—"Excursions on the Wings of Daring"—Every Week.

LUCILLE VAN SLYKE

Weekly Short Storial — Blends Short Story Sparkle with Serial Pull in "THAT GAY YOUNG SET."

METROPOLITAN NEWSPAPER SERVICE

MAXIMILIAN ELSER, Jr., General Manager EARL J. HADLEY, Associate

150 Nassau Street, New York

If the Limitations of your Pressroom

are constraining you to build, do not build until you have made a thorough study of

The New Wood Pressroom

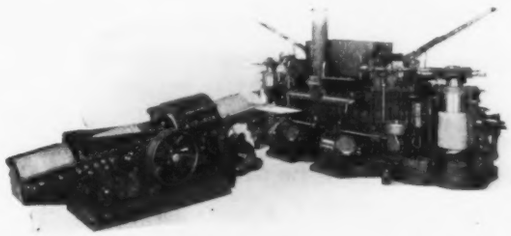
As its machinery makes possible a more intensive use of space, time, and operating cost, you may find the extension of your plant wholly unnecessary

Back of Every AUTOPLATE MACHINE

There is PERPETUAL SERVICE

AUTOPLATE MACHINES are built wholly regardless of the cost of the materials, workmanship and engineering skill that go into them. In all three respects they are the best that the metallurgical and engineering sciences can produce in a modernly equipped and scientifically administered plant.

But this fact alone does not satisfy our conception of a manufacturer's obligation to the user of his product.



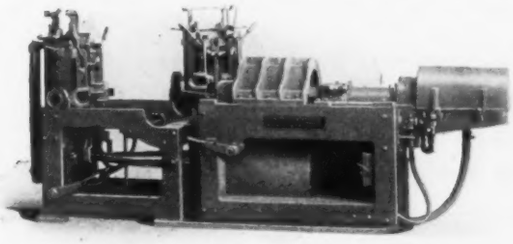
The DOUBLE JUNIOR AUTOPLATE-AUTO SHAVER EQUIPMENT

The principal newspapers of the world have abandoned hand-made stereotype plates. The Double Junior Autoplate-Auto Shaver Equipment, which produces six plates a minute, has become the standard plate-making apparatus of the world.

So long as an Autoplate Machine remains in the hands of its original purchaser, its owner is permanently insured against defective construction.

WOOD NEWSPAPER MACHINERY CORPORATION

501 Fifth Avenue, New York

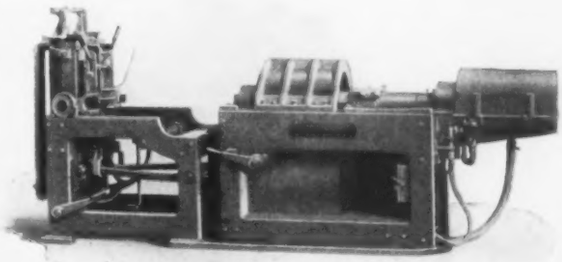


The SINGLE TWIN PONY AUTOPLATE. MACHINE

Consists of two of the three units of a Twin Pony Autoplate Machine. It is identical in operation and output with the popular Pony Autoplate Machine, *but its producing capacity may be doubled at any time by the simple expedient of adding a second casting mechanism.* Thus it becomes a Twin Pony Autoplate Machine. The second casting unit may be had at a moment's notice, and costs with its operating mechanism but $2800.

The publisher who anticipates growth but does not require immediately the full capacity of the Twin Pony Autoplate Machine will find well worth while the possibilities of expansion which the Single Twin Pony Autoplate Machine affords him.

Price $6250



The TWIN PONY AUTOPLATE MACHINE

Consists of two complete Pony Autoplate casting mechanisms and a single Pony Autoplate finishing mechanism, combined in such a way that it produces double the output of the Pony Autoplate Machine. Its finishing mechanism swings automatically into position to receive the casts made by both casting mechanisms, which it finishes and cools and delivers dry, ready for press.

Thus a double output is obtained without doubling investment or working space.

Price $8750

For the A.B.C. Audit Year From October 1, 1926 to September 30, 1927

THE BUFFALO TIMES GAINED

9.2% in Evening Circulation and 13.26% in Sunday Circulation

—over the previous audit year

This is an average gain of 9,067 copies, Evening, and 14,031 copies, Sunday —the greatest percentage of increase among Buffalo newspapers.

In city circulation, alone, The Buffalo Evening Times GAINED 10.9% or an average of 7,883 copies and The Buffalo Sunday Times GAINED 13.1% or an average of 6,299 copies over the 1926 audit year.

As usual, for the year 1927, The Buffalo Times, evening and Sunday, was first in total local display advertising, with 10,119,620 lines, or 732,424 lines more than the second paper.

The Local Merchants of Buffalo have placed first confidence in THE TIMES, for years. What more acceptable acclamation of the greater resultfulness and consistent growth of Buffalo's greatest newspaper? What more substantial result-insurance can be offered a national advertiser?

THE BUFFALO TIMES

Buffalo, New York

EVENING *SUNDAY*

VERREE & CONKLIN, Nat. Reps.

New York—Chicago—Detroit—San Francisco

Complete Dominance

An Outstanding Leader for Nearly Twenty Years

A leader for nearly two decades. Consecutive accomplishment. Every year a substantial majority.

In total volume of business carried. The Herald is preeminently the acknowledged leader. This supreme superiority is virtually all inclusive. It includes dominating supremacy in practically every major classification.

Its lead over the second paper for 1927 alone was in excess of 2,721,207 lines.

In local, national and total advertising The Herald continued to maintain its position in first place, which it has held so successfully for the last twenty years.

For complete coverage of the Syracuse market it is wise to follow in the footsteps of successful advertisers, who year after year continue to place more business in The Herald than in any other Syracuse newspaper, daily or Sunday.

THE SYRACUSE HERALD

The Bulletin's position in Philadelphia is unique!

The high character and tone of The Bulletin make it the preferred newspaper in nearly every Philadelphia home.

The Philadelphia trading area consists of about 550,000 homes. And The Bulletin is averaging 548,952 copies per day! It seems unbelievable, but it is true.

"In Philadelphia nearly everybody reads The Bulletin"

DOMINATE PHILADELPHIA } Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

New York .....247 Park Avenue (Park-Lexington Building)
Chicago .....Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit .....C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco ..... Slayton Ladue, Verree & Conklin, Inc., 681 Market Street

Copyright 1927, Bulletin Company

Member of Associated Press

CIRCULATIONS REACH PEAK IN BIG NEWS YEAR

Daring Aviation Leading Interest of 1927—Average of Nearly Two Copies of Dailies Produced for Every American Dwelling and a Sunday Paper Was Printed for Every Family—Milline Advertising Rates Remain Low—Linage Volume .032 Per Cent Under 1926 Record.

ANOTHER notable year in American newspaper history is recorded by fact and figure in this issue of EDITOR & PUBLISHER International Year Book, a twelvemonth which witnessed the peak of circulation success, advertising volume which was only a fraction below the unparalleled figure of 1926 and editorial service performance on the same lavish scale of recent years. It was a year of general prosperity and intense interest in news of great and unusual events

HOW vast the newspaper organization of the United States and Canada has become is indicated by the statistics compiled by our experts and published in detail in this number. The average daily circulation of the morning and evening press of the United States is now 37,966,756 copies. Each Sunday sees a total of 25,469,037 newspapers, according to the year's average, distributed to the people. The significance of these achievements is to be found in the fact that, according to the last official census, the United States holds 20,697,204 dwellings, housing 24,351,676 families. On that basis there are produced an average of almost two daily newspapers for each dwelling and a Sunday paper for every family, with some to spare. During the six years that EDITOR & PUBLISHER has been tabulating the circulations of the press steady gains have been made. The facts, paying high tribute to the journalistic craft, briefly are as follows:

Total morning paper circulation now averages 14,145,823 copies daily, a gain for the six year period of 4,001,527 copies, or 49.3 per cent.

Total evening paper circulation now averages 23,820,933 copies, a gain of 5,541,453, or 30.3 per cent.

Total Sunday circulation now averages 25,469,037 copies, a gain of 6,427,624 copies, or 33.2 per cent.

Due to the exercise of the modern principle of consolidation of newspapers in communities where sound economic reasons demand such action, each year sees a reduction of the total number of newspapers. Our 1927 statistics show that the total number now in the field are as follows: Morning papers, 411, a reduction of 14; evening papers, 1,538, a reduction of 38; Sunday papers, 526, a reduction of 19. There were but few new papers started to offset the losses. Whereas in 1926 there were 2,001 daily newspapers in the country, the total today, as indicated by our statistics, is 1,949. It is a tribute to the economic principle of consolidation that the number of newspaper units in a single year could be reduced by 52, while circulation averages increased substantially both in the instance of morning and evening papers. The total production of newsprint in 1927 approximated 3,750,000 tons, against 3,560,000 for 1926, a new record. The figure indicates no lessening of the size of the daily and Sunday newspaper, despite continued general discussion of the important theme of intensification.

THE superlative news interest of 1927 concerned aviation, the year furnishing the most notable flights in history and several marvelous advances in the flying art. Four planes safely crossed the Atlantic and the Pacific was crossed twice from California to Hawaii. There were successful flights from Southern Europe and Africa to South America. These brilliant feats, particularly that of Col. Charles A. Lindergh, the "Lone Eagle," first to cross the Atlantic in a plane, gave to the public some of the most exciting news since the World War and reflected many new circulation records among newspapers. All classes of readers were thrilled as never before by the successive triumphs of Lindbergh and his adventures gave to the press the best running story concerning an heroic figure that this generation, at least, has known in peace times.

In international affairs outstanding stories of the year were the Chinese revolution, American intervention in Nicaragua, the unsuccessful naval armament conference at Geneva, the press conferences under the auspices of the League of Nations, ruptured relations between the Catholic Church and the Mexican Government and the American Legion's tour to Paris, all at times occupying heavy first page space.

The year witnessed three immense floods, that of the Mississippi Valley being the most disastrous of modern times. Its appalling menace commanded first-page attention for many weeks. The New England floods did an estimated damage of $30,000,000 and nine lives were lost. England witnessed the worst flood of the Thames ever known. The most poignant disaster of the year occurred on December 17 when the submarine S-4 was sunk after a collision, the futile attempts to rescue the living members of the crew providing news that haunted public imagination. Other catastrophies and accidents of leading interest were: St. Louis tornado, 1,500 injured and 1,000 houses destroyed; 77 children killed in a moving picture house fire panic at Montreal, and the dynamiting of a Bath, Mich., schoolhouse by an insane man, with 44 victims, including 37 children.

In the field of sports the leading features were: Tunney-Dempsey heavy-weight fight at Chicago, attended by 150,000 persons; George Young's swim of the San Pedro channel from Catalina Island, 22 miles in 15 hours, 44 minutes, 33 seconds; Babe Ruth commanded a salary of $70,000; Maj. Segrave of England drove a 1,000 h.p., 4-ton racing auto on Daytona Beach at 203.79 miles per hour.

In political life President Coolidge's "I do not choose to run" announcement was the leading sensation. Gov. Alfred E. Smith wrote his remarkable statement of his views on Catholicism.

Of crime news there was the usual surfeit, the Snyder-Gray homicide being given leading space through the year. In December came the monstrous news of the Hickman crime at Los Angeles. The Sacco-Vanzetti executions in mid-summer at Boston called out uncommon interest and controversy. The country was shocked by the Sinclair-Burns alleged jury tampering case at Washington. The Supreme Court pronounced the oil contracts and leases granted to Doheny by former Secretary of the Interior Fall illegal and fradulent. Former Attorney General Harry Daugherty was tried and acquitted.

The year saw several wonderful advances in the science of communications, among them being use of the telephone between New York and London, the successful demonstration of "television" between New York and Washington, the opening of the Holland vehicular tunnel under the Hudson River between Manhattan and Jersey City and the rendition of the opera "Faust" over radio from Chicago.

ON other pages of the Year Book the reader will find a tabulation of advertising linage in 23 chief cities for the 13 years from 1914 to 1927. The statistics are given by months and form the most significant record of daily newspaper advertising progress that the field affords. That 1927 was a wonderfully good year on this score is plainly shown by these figures. The maze of numerals reveals the point that last year's total linage was only .032 per cent under that of the previous year which was the peak advertising year of all time. And in December of 1927 there was an increase of linage over the same month of 1926. Only reduced linage in the classified column, due to unemployment and to dullness in the real-estate markets, pulled down the general average. In general, space advertising, both local and general, held in the daily press in approximately the same volume as that of 1926.

The high fact that this Year Book statistics holds in reference to newspaper advertising is that the cost of space, measured by quantity of circulation delivered for a given sum of money, is now at its lowest point in the present decade. With circulations at the new peak and advertising rates only conservatively increased, and with public following greater than ever before, the newspaper advertising dollar now buys the most that has ever been known. The rate per line per million circulation for morning, evening and Sunday newspapers printed in the English language in the United States is even with, or in instances less, than that for 1921 and the intervening years.

IN every department of the newspaper industry costs increased in 1927 and the demands for expanding service did not lessen. Year Book tabulations show that the wages of mechanical forces, between Jan. 1, 1927 and Jan. 1, 1928, ascended as follows: Typographical weekly wages in 36 cities went from $50.05 to $50.68 for day workers, and $53.36 to $54.02 for night workers. Among the stereotypers the average hour wage for day workers increased from $0.975 to $0.989. Night workers hour pay went from $1.065 to $1.081. In the press room the following hour scales took effect: Pressmen in charge, for day work, from $1.47 to $1.76; night pressmen in charge, $1.137 to $1.158. Journeymen pressmen, day workers, increased from $0.942 to $0.966; night workers, from $1.027 to $1.045. The hourly wages of engravers increased from $1.228 to $1.254 for day work and $1.387 to $1.42 for night work. Mailers, hourly wages went up from $0.820 to $0.843. These figures for 36 cities are cited as an example of how, year by year, overhead costs skyrocket in the newspaper business. It bears on the familiar contention that the general tendency in the industry is to increasing volume of business and turn-over with stationary or lessened net profit in many newspaper offices.

EDITOR & PUBLISHER International Year Book for 1928 will be found to be more complete than any heretofore published. It contains all of the standard features and some new ones. We trust our readers will find the changed form of the lists of executive personnel, rates and circulations of daily newspapers of the United States and Canada more convenient than the old form.

Attention of the advertising field and all students of basic data is directed to such statistics as the milline rates, the "Ready Reckoner" which provides a short-cut to knowledge concerning the cost of state, regional or national advertising campaigns, and the analysis of magazine and newspaper circulations and rates by states and territorial markets. These exclusive features are probably the best thumbed basic data in the newspaper advertising field. The listing of advertising agencies and their space buyers, Audit Bureau of Circulations records, the directory of newspaper special representatives, and the appropriations of leading general advertisers are among other departments which make the Year Book equally valuable to buyers and sellers of space.

Nowhere else are comparable data available concerning the foreign advertising field. This year EDITOR & PUBLISHER presents the complete statistics concerning the British Isles, collected and written by our own correspondent. The official list of the advertising media of all nations, assembled and brought up to date by the U. S. Department of Commerce, again appears. As usual, we publish the list of foreign language newspapers of America. It was decided not to include the annual topical index, which, however, has been collated in the usual form according to subjects and alphabet, and is on file in EDITOR & PUBLISHER office where it may be consulted by readers. Inquiries concerning it received by mail will receive prompt attention.

GRATEFUL acknowledgment is hereby made of the co-operation of the thousands of editors and publishers and executives of organized bodies of journalism and advertising who have promptly responded to our requests for authentic information, and we are also indebted to the Bureau of Foreign and Domestic Commerce, of which Eric T. King is chief, for invaluable assistance in the preparation of the authorized list of foreign media.

FOR COMPLETE INDEX OF CONTENTS OF THIS ISSUE SEE PAGES 350-352

CIRCULATIONS, RATES AND PERSONNEL OF 1,949 DAILY NEWSPAPERS

THIS directory of daily and Sunday newspapers of the United States and Canada includes the following detailed information: First the State, then the City, with the latest official estimate of its population; next its newspapers, with average net paid circulation figures for the period ended September 30, 1927, plus minimum Advertising Rates—National and Local—together with names of the publishers, editors, chief executives, departmental heads and other vital basic data.

By condensation and combination of columns in the listing of newspaper personnel, it has been possible this year to present the directory the full length or "right way" of the page. No detail of former directories has been omitted and the presentation has also been simplified by the substitution of obvious keys for the more or less obscure and intricate system of former years. For illustration of the directory's operation, notice the listing the *Birmingham News* and *Age-Herald* below:

The city and its population, according to latest reliable estimates, appear in the first column. In the second appear the names of the newspapers, the Age-Herald being denoted a morning newspaper by the (m) immediately below its name and opposite its circulation figures, which, being in bold face, are shown as the average stated by the publisher to the Audit Bureau of Circulations for the six months ending Sept. 30, 1927.

The News is shown as an evening paper by the (e) immediately below its name and opposite its circulation figures, which are similar in character to those of the Age-Herald. The Sunday edition of these papers is listed and its circulation is noted opposite the (s). As these newspapers sell their national advertising only on a combination basis, the rates are not noted opposite each edition, as they would be if each were sold separately, but opposite the line "Combined Daily (me)" and the combined daily and the Sunday circulations.

In the fourth column, the key letters, as explained in detail below, indicate that (D), these newspapers are Democratic in politics; (AP, INS, UP, US, CP), that they use the telegraphic news services supplied by the Associated Press, International News Service, United Press, Universal Service, and Consolidated Press; (*S) that they issue a rotogravure section on Sunday; (mer) that they issue a merchandising paper or bulletin for retailers of nationally advertised products; (†) that they give merchandising co-operation; (E) that they operate their own engraving plant; (97) that they are represented in the national advertising field by the Kelly-Smith Company, whose addresses are given under the Directory of National Advertising Representatives. The designations in the personnel column are obvious—the Publisher or Publishers are listed under that head; in the next column, headed "Editor" and "Managing Editor," the first name given is that of the Editor, the second that of the Managing Editor. If two or more editors are listed, the managing editor is designated by (me) following his name. In the next column headed "City Editor," "Sports Editor," "Sunday Editor," the name of the City Editor is given first, without special designation. Sports Editor is designated by (sp) and Sunday Editor by (Su). In the next column headed "General Manager," "Business Manager," "Circulation Manager," the name of the General Manager is given first, without designation; the Business Manager is designated by (bm) and the Circulation Manager by (cm). In the next column, headed "Advertising Manager," "National Advertising Manager," "Classified Advertising Manager," the name of the Advertising Manager is given first without special designation; the National Advertising Manager is designated by (n) and the Classified Advertising Manager by (cl). In the last column headed "Mechanical Superintendent," and "Job Department Superintendent," the name of the Mechanical Superintendent is given first without special designation; the name of the Job Department Superintendent is indicated by (j).

Following are explanations of other key letters appearing in the fourth column:

(I) Politically independent.
(R) Republican.
(D) Democrat.
(Soc.) Socialist.
(I.-R.) Independent-Republican.
(I.-D.) Independent-Democratic.
(P. R.) Progressive Republican.
(P. D.) Progressive Democratic.
(J) Operates job printing plant.
(E) Operates own engraving plant.
(*S) Asterisk in parentheses indicates rotogravure section, letter following denotes day of issue as S for Sunday, M for Monday, Tu for Tuesday, W for Wednesday, Th for Thursday, F for Friday, Sat for Saturday.

Figures in parentheses in "key" column are key numbers to the list of Special Advertising Representatives in New York, Chicago and other cities. See pages 122-124. Where more than one number is given, the first is Eastern Representative; the second is Western Representative, etc.

(d) does not use mats.

Boldface circulation figures are A. B. C. net paid average for six months ending Sept. 30, 1927.

X following bold-face circulation figures indicates A. B. C. statement for three months' period ending Sept. 30, 1927.

All other circulation figures are publishers' statements or affidavits filed with the Government and represent the average net paid circulation for the six months' period ending Sept. 30, 1927.

All advertising rates, local and national, are quoted on agate line basis.

(mer) indicates that the newspaper issues a merchandising paper or bulletin for retailers of nationally advertised products.

(†) indicates that merchandising co-operation is given.

Abbreviations of press service names are as follows:

AP—Associated Press.
AusP—Australian Press.
BUP—British United Press.
CanP—Canadian Press.
CDN—Chicago Daily News.
CN—Central News.
CP—Consolidated Press.
CT—Chicago Tribune Service.
DM—Duncan Market Service.
INS—International News Service.
JTA—Jewish Telegraph Agency.
MG—Manchester Guardian.
NYHT—New York Herald Tribune Service.
NYT—New York Times Service.
NYT—LT—New York Times-London Times News Service.
NYW—New York World News Service.
NWN—Northwest News Bureau.
PL—Philadelphia Public Ledger Service.
SN—Standard News Service.
TS—Toronto Star News Service.
UP—United Press.
US—Universal Service.

CANADIAN KEY

(L)—Liberal party.
(C)—Conservative party.
(L.-C.)—Liberal-Conservative party.
(C.-L.)—Conservative-Liberal party.
(E)—When preceding numeral indicates representative in London, England.
(C)—When preceding numeral indicates Canadian special representative.

ALABAMA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 17	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ANNISTON	Star									
24,829	(e) 5,878	.04	.04	(I-D) (†) (70)	Harry M. Ayers	Harry M. Ayers Horace Wright	Hamner Coobs Ralph Callahan (sp)	H. M. Ayers C. S. Leyden (bm) E. G. Shields (cm)	J. H. Acker H. M. Ayers (n) M. L. Davis (cl)	C. P. Peace
	Sunday edition (S) 5,878	.04	.04							
BIRMINGHAM	Age-Herald									
250,000	(m) **36,461**	....	....							
	News									
	(e) **80,494**	....	....	(I-D) (AP,UP,INS,US,CP) (*Su.) (mer) (†) (E) (97-81)	Victor H. Hanson	A. B. Bealle C. N. Feidelson S. R. Ransom Charles A. Fell (me)	Vincent Townsend (m) Gordon Kuster (e) Bob Phillips (sp-m) Zipp Newman (sp-e)	James E. Chappell (Asst Pub.) J.C.Clark (See-Treas) J. G. B. Fletcher(cm)	George C. Biggers W. C. Gullahorn (n) C. L. Campbell (cl)	William A. Carns
	Combined daily (me) **116,955**	.27	....							
	Sunday edition (S) *120,125	.30	....							
	* Note (Sunday circulation for period of four months ending Sept. 30, 1927)									
	Post									
	(e) **63,005**	.12	....	(I) (UP) (†) (3)	Birmingham Post Co.	Jack Betnea	Leroy Simms John Putnam (sp)	W. C. Tisheaor (bm) R. S. Nix (cm)	W. S. Parker R. L. Hobert (n) Robt. C. George (cl)	
DECATUR	Daily									
15,500	(e) 4,276	.03	.029	(D) (AP) (INS) (J)	Tenn. Valley Ptg. Co.	B. M. Bloodworth B. C. Shelton		B. C. Shelton R. T. Sheppard(bm) J. M. Hatfield (cm)	W. S. Finch M. Paul (cl)	E. C. Powell R. T. Sheppard (j)
DOTHAN	Eagle									
18,857	(e) 3,175	.04	....	(D) (AP) (†) (70)	Julian Hall		J. L. Acree	W. C. Batchelor Horace Hall (bm) C. R. Baker (cm)	Harry P. Hall Horace Hall (n)	J. A. Fowler
EUFAULA	Citizen									
5,471	(e)	.025	.025	(INS)	Grady Marshall					
FLORENCE	Times-News									
17,537	(e) 4,651	.045	.045	(I-D) (AP,UP)	J. L. Meeks	J. H. Gwathmey J. L. Meeks		O. P. Anderson (bm)	O. P. Anderson	Roy Caldwell
GADSDEN	Times									
22,000	(e) **8,542**	.053	.027	(I-D) (AP) (J) (39)	B. H. Mooney	W. I. Martin	Carl Hofferbert	T. B. Goodwin T. Stewart (bm) J. A. Moore (cm)	M. T. Croeger B. H. Mooney (n) T. Stewart (cl)	J. O. Powell Paul I. Pettus (j)
HUNTSVILLE	Times									
27,180	(e) **3,700**	.03	.025	(D) (AP) (70)	Times Pub. Co.	J. E. Pierce	Roy E. O'Neal Glenn Jordan (sp) J. E. Pierce (Su)	J. E. Pierce B. G. Pierce (cm)	I. A. Burdette E. H. Duffey (asst.) J. E. Pierce (n) B. G. Pierce (cl)	Ernest White
	Sunday edition (S) **3,747**	.03	....							
MOBILE	News-Item									
65,000	(e) **14,316**	.05	....	(D) (AP,UP,INS) (22)	Fred'k I. Thompson	Barney Sheridan	Dorian Stout	W. M. Fincher (bm) J. O. Stuardi (cm)	Geo. Adams D. E. Kern (n) Herndon Inge (cl)	E. E. Emrick
	Register									
	(m) **23,370**	.08	....							
	Combined daily (me) **37,686**	.12	....	(D) (AP,UP,INS) (22)	Fred'k I. Thompson	J. B. Myrich Barney Sheridan Jr.	Robert Kincey G. J. Flournoy (sp)	W. M. Fincher (bm) J. O. Stuardi (cm)	Jas. J. Alvarez D. E. Kern (n) Herndon Inge (cl)	H. B. Bowen
	Sunday edition (S) **37,499**	.10	....							
	Evening & Sunday (es)	.014	....							
MONTGOMERY	Advertiser									
70,000	(m) **22,261**	.07	.053	(D) (AP) (†) (97-81)	Frank P. Glass	Grover C. Hall Jack Young	G. L. Davis Frank Smith (sp)	R. F. Hudson (bm) H. C. Brown (cm)	H. L. Ehlert (local) P. W. Walsh (n)	
	Sunday edition (S) **26,579**	.07	....							
	Journal & Times (e) **22,509**	.075	.065	(I-D) (AP) (†) (22)	Frederick I. Thompson	C. M. Stanley John E. Hope	Grady Pannel Howard E. Pill (sp)	Walter Webb Brame Hood (bm) Oscar Anderson (cm)	John DeMotte Jack Allen (cl)	A. M. Holt
OPELIKA	News									
6,500	(e) **2,500**	.011	....	(D) (INS)	W. C. Wear & A. T. Wilson	W. H. Wilson		W. C. Wear (bm)		
SELMA	Times Journal									
21,725	(e) **5,366**	.04	.026	(D) (AP) (59)	F. T. Raiford	F. T. Raiford Edward Fields	O. S. Wynn Edward Fields (sp)	F. T. Raiford M. H. Raiford (bm) R. R. Moore (cm)	R. R. Harris M. H. Raiford (n) Mrs. W. C. Galt (cl)	F. C. DeBray
	Sunday edition (S) **5,366**	.04	....							

First in the South

in local display in 1927

Second in Total Advertising

Second in National Display

Once more The Birmingham News led the entire South in volume of local advertising lineage carried during the year of 1927 and was second in national and total lineage.

This record speaks for itself as to the richness of the Birmingham market and it also demonstrates clearly that local and national advertisers alike know that The News will produce the sales for them.

Southern Score for 1927:

	LOCAL	NATIONAL	CLASSIFIED	TOTAL
New Orleans Times-Picayune	11,377,414	3,079,996	4,308,450	18,765,860
The Birmingham News	**12,365,332**	**3,227,378**	**1,954,540**	**17,547,250**
Houston Chronicle	8,508,500	2,818,032	3,719,114	15,045,646
Dallas Times-Herald	11,046,601	2,419,057	1,501,684	14,967,342
Atlanta Journal	9,712,150	2,780,596	2,272,102	14,764,848
Memphis Commercial Appeal	8,749,272	2,849,728	2,584,680	14,543,235
Louisville Courier-Journal	8,720,053	3,169,328	2,362,630	14,252,011
Houston Post-Dispatch	8,091,972	1,969,618	2,988,608	13,050,198
Jacksonville Times-Union	7,285,162	3,232,649	2,134,874	12,652,685
Miami Herald	7,650,776	2,127,888	2,570,722	12,349,386
Louisville Times	8,272,017	2,278,971	1,730,623	12,281,611
Dallas News	7,409,576	2,397,578	2,374,803	12,181,957
Richmond News Leader	8,375,150	1,873,872	1,911,042	12,160,064
Charlotte Observer	7,306,460	2,071,258	1,146,292	10,524,010
Ft. Worth Star-Telegram	6,076,658	2,743,188	1,464,218	10,284,064
Atlanta Constitution	6,568,060	1,828,302	1,551,396	9,947,758
Charlotte News	7,981,665	896,545	926,779	9,804,989
Tampa Tribune	5,561,780	2,101,008	2,025,128	9,687,916
Memphis Press-Scimitar	6,862,926	1,228,535	1,071,021	9,162,482
Knoxville News-Sentinel	6,219,990	1,528,506	1,228,122	8,966,618
Louisville Herald Post	6,080,959	1,030,128	1,293,106	8,421,789
Atlanta Georgian	5,276,166	1,878,198	1,097,922	8,252,286
Chattanooga News	4,928,602	1,659,987	937,515	7,526,104
Memphis Evening Appeal	4,052,713	1,630,447	1,698,963	7,382,123
Chattanooga Times	4,626,728	1,294,164	1,190,879	7,111,771
Birmingham Post	5,026,854	818,720	686,924	6,532,498
Jacksonville Journal	3,924,326	963,970	1,310,890	6,199,186
Montgomery Advertiser	3,912,074	1,558,242	503,720	5,974,036
*Birmingham Age-Herald	3,577,546	1,205,008	1,021,552	5,804,106
Ft. Worth Record Telegram	1,977,010	2,077,362	1,017,100	5,071,472

*The Sunday Age-Herald was merged into The Sunday News on June 1, 1927. The above figures for The Age-Herald cover the daily edition only.

The Birmingham News

AND

AGE HERALD

The South's Greatest Newspaper

Morning **Evening** **Sunday**

NATIONAL REPRESENTATIVES

KELLY SMITH CO., New York, Chicago, Boston, Philadelphia—J. C. HARRIS, Jr., Atlanta

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

ALABAMA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 17	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
SHEFFIELD & TUSCUMBIA	Tri-Cities Daily									
11,500	(e) 2,653	.045	....	(AP) (25)	M. S. Hansbrough					
	Sunday edition (S) 2,653	.045	....							
TALLADEGA	Home									
6,546	(e) 1,408	.021	....		John C. Williams	John C. Williams				
TROY	Messenger									
7,000	(e) 1,446	.018	.018	(I-D) (INS) (none)	M. N. Dodson	Howard Jonnston	Howard Johnston	M. N. Dodson; Mrs. G. Johnston (cm)	Howard Johnston	Mink Grantham
TUSCALOOSA	News & Times-Gazette									
20,000	(e) 4,365	.036	.036	(I) (AP)	Aaron Miller	Aaron Miller; T. M. Diggs	Jerome Schweitzer (sp)	Aaron Miller; C. A. Huffman (cm)	I. P. Cocke	J. T. Williamson
	Sunday edition (S) 4,600	.036	....							

ARIZONA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 17	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BISBEE	Ore									
19,500	(e) 1,800	.032	.035	(I) (AP) (J) (none)	Border Pub. Co.	Ross Grant; Nellie B. Hoy		Nellie B. Hoy; A. B. Enochs (cm)	Nellie B. Hoy	W. A. Sanders
	Review									
	(m) 4,005	.035	.035	(D) (AP) (†) (176-15)	Cochise Pub. Co.	G. H. Spears; Folsom Moore	Pat Hayhurst; Walter Zipf (sp)	Folsom Moore; Chas. F. Yates (bm); H. B. Murray (cm)	S. P. Schaffer; Folsom Moore (n); Fred Stickler (cl)	Frank Perko
	Sunday edition (S) 4,005	.035	.035							
DOUGLAS	Dispatch									
11,000	(m) 2,793	.036	....	(R) (AP) (J) (180)	Dispatch Pub. Co.	E. E. Wheelock; James Logie	J. A. Curry	James Logie	L. R. Hancock	W. N. Wear
	Sunday edition (S) 2,793	.036	....							
GLOBE	Arizona Record									
10,000	(m) 2,000	.036	.025	(I) (AP) (J) 169)	Copper Belt P. & P. Co.	Ralph E. Herron		G. M. Allison (cm)	William Walsh	Joe Cochrane; James Dennis (j)
	Sunday edition (S) 2,000	.036	.025							
MIAMI	Arizona Silver Belt									
12,500	(e) 2,150	.036	....	(I-D) (J) (39-78)	South Arizona Pub. Co.	LeRoy Kennedy				
	Bulletin (e) 2,575	.036	.025	(R) (INS) (J) (119-84)	T. S. Garlow	T. W. B. Anderson	T. W. B. Anderson	T. S. Garlow; W. S. Parkyn (cm)	Fred O. Crain	William H. Peck; John W. Mayer (j)
NOGALES	Herald									
7,500	(e) 2,618	.036	....	(I) (AP) (J) (4-84)	H. R. Sisk	C. A. Powell	C. A. Powell; H. R. Sisk (sp)	H. R. Sisk; H. C. Wayte (bm); C. C. Ortiz (cm)	H. C. Wayte; C. C. Ortiz (cl)	Ed. F. Stoller; Thomas Pereida (j)
PHOENIX	Arizona Gazette									
50,000	(e) 12,867	.06	.055	(D) (AP,INS) (119-84)	Arizona Gazette Co.	George Comparet (me)	D. Churchill (news)	H. H. Fris; John Akers (cm)	H. Akers; A. Addington (n); H. Myers (cl)	D. Porter
	Arizona Republican									
	(m) 24,116	.08	.06	(I-P) (AP,UP) (†) (J) (183-126)	Dwight B. Heard	J. W. Spear; C. A. Stauffer	Ed Harrington (news)	Charles A. Stauffer; W. W. Knorpp (bm); Oliver King (cm)	Fred Myers; Robert C. Hall (n); Sidney Myers (cl)	C. F. Hanlon; Fred O. Adams (j)
	Sunday edition (S) 25,750	.08	.06							
PRESCOTT	Courier									
8,250	(e) 3,642	.03	.03	(D) (AP) (J) (1-78)	W. P. Stuart	W. P. Stuart	M. R. Hirschfield; F. G. Freeman (sp)	W. P. Stuart; K. B. Palmer (bm); P. J. Keohane (cm)	K. B. Palmer; P. J. Keohane (cl)	Harry Jacks; Stanford Collier (j)
	Journal-Miner									
	(m) 3,535	.026	....	(R) (AP) (J) (none)	Journal-Miner Pub. Co.	Lyle Abbott	Dennis Landry	J. W. Milnes		
	Sunday edition (S) 3,535	.026	....							
TUCSON	Arizona Star									
35,000	(m) 6,076	.04	.04	(I-D) (AP) (†) (124-163-15)	Wm. R. Mathews; R. E. Ellinwood	R. E. Ellinwood; T. T. Smith	J. F. Weadock (sp)	Wm. R. Mathews; E. G. Gay (cm)	H. A. Nornabell; Wm. R. Mathews (n)	G. C. Linn
	Sunlay edition (S) 6,053	.04	.04							
	Citizen									
	(e) 5,937	.04	....	(R) (AP,UP) (126)	Citizen Pub. Co.; Frank E. Hitchcock	A. K. Parker (me)	Harold Wilson; Harry Herman (sp)	F. J. Rucker; V. G. Sadler (cm)	G. W. Chambers	
	Sunday edition (S) 5,852	.04	....							
	Independent									
	(e) 3,783	.035	....	(J) (UP,CN) (52)	J. W. Sims	W. A. Westrope	W. A. Westrope; Ralph Crowley (sp)	J. W. Sims; L. E. Stearns (cm)	Stillman Lightle	J. W. Sims
WINSLOW	Mail									
4,136	(m) 2,737	.0325	....	(D) (UP) (J) (163-124-60)	Giragi Bros.	C. L. Giragi	W. S. Collins	C. L. Giragi; B. Williams (bm); M. Kelly (cm)	Geo. Giragi	Chas. Thomas (j)
	Sunday edition (S) 2,737	.0325	....							
YUMA	Herald									
5,195	(e) 4,320	.029	....	(I) (none)	Herald Pub. Co., Inc.	Geo. W. Lynn				
	Sunday edition (S) 4,320	.029	....							
	Sun									
	(m) 2,100	.03	.03	(D) (AP) (J) (none)	E. S. Worthington	E. S. Worthington				
	Sunday edition (S) 2,100	.03	.03							

ARKANSAS

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 17	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ARKADELPHIA	Siftings Herald									
3,311	(e)	018	....	(AP) (none)	Siftings Herald Pub. Co.	Philip McCorkle				
BLYTHEVILLE	Courier News									
12,000	(e) 4,311	.035	.035	(I) (AP) (9)	Edgar G. Harris	Edgar G. Harris; E. L. Stainton	M. King	Edgar G. Harris; Lois Pittman (cm)	Beulah L. Harris; Lois Pittman (cl)	J. L. Powers
CAMDEN	News									
9,000	(e) 1,550	.025	.025	(I) (AP) (†) (J) (none)	Curtis B. Hurley	Curtis B. Hurley	C. C. Lambert; A. W. Rose (sp)	Curtis B. Hurley; A. L. Bynum (cm)	Lyle M. Webb; Wallace Hurley (cl)	J. J. Burdine; Guy L. Wilson (j)
CONWAY	Log Cabin Democrat									
6,100	(e) 1,250	.018	....	(I) (AP) (J) (none)	Frank E. Robins	Frank E. Robins; Frank E. Robins, Jr.	R. C. Reid; Joe B. McGee (sp)	Frank E. Robins; F. E. Robins Jr., (bm); Joe B. McGee (cm)	Frank E. Robins, Jr.	E. Reidmatten
EL DORADO	News									
30,000	(m) 6,980x	.05	.025	(I) (AP) (9)	C. E. Palmer	Alex. H. Washburn	Bob Hays	Floyd Miller (bm); W.R. Hagendoorn (cm)	Hugh Lothrop	Al Lang
	Sunday edition (S) 7,879x	....	....							
EUREKA SPRINGS	Times-Echo									
2,429	(e)	.014	....	(D) (d) (4)	S. A. Diehl	S. A. Diehl				
FAYETTEVILLE	Democrat									
9,000	(e) 1,945	.025	....	(I-D) (AP) (†) (J) (169)	Democrat Pub. Co.	L. S. Read		J. D. Hurst (bm)		Eugene Murphy; E. A. Bridenthal (j)
FORT SMITH	Southwest American									
42,150	(m) 14,286	....	....							
	Times Record									
	(e) 8,878	....	....	(I) (AP) (mer) (†) (E) (12)	J. S. Parks; Geo. D. Carney	Clarence F. Byrns; C. A. Ver Beck	C. A. Ver Beck; C. H. McMurtrey (sp); C. A. Ver Beck (Su)	J. S. Parks; Harry Robinson (bm); G. C. Gardner (cm)	S. E. Gearhart; Harry Robinson (n); W. C. Jackson (cl)	A. W. LaVasque
	Combined daily									
	(me) 23,164	.10	.10							
	Sunday edition (S) 24,995	.10	....							
HARRISON	Times									
4,000	(e) 1,000	.018	....	(D) (J) (39-4)	Newman Bros.	Thos. M. Newman; Jno. R. Newman	Clyde Greenhow	Thos. M. Newman	Thos. M. Newman	Tony D'Hass; Jno. Newman (j)
HELENA	World									
15,500	(e) 2,850	.025	.018	(D) (AP) (169)	C. M. Young	J. P. Burks	Ed Thomas	C. M. Young; T. M. Short (cm)	O. R. Coaley	C. H. Lindsey
	Sunday edition (S) 3,250	.025	....							
HOPE	Press									
7,500	(m) 2,000	.021	.021	(D) (J) (39)	D. A. Gean	D. A. Gean; Erle C. Turner	Erle C. Turner	Mrs. D. A. Gean (bm); E. E. Messer (cm)	C. Johnson; T. F. Clark (n)	L. Ellis; C. C. Westerman (j)
	Star of Hope									
	(e) 1,117	.018	....	(D) (AP) (169)	Star Ptg. Co.	Ed McCorkle				
HOT SPRINGS	New Era									
20,500	(e)	.025	....	(I) (AP) (169)	E. Marion Riggs	John A. Riggs				
	Sentinel-Record									
	(m) 4,489	.03	....	(I-D) (AP) (none)	John G. Higgins	John G. Higgins				
	Sunday edition (S) 4,489	.03	....							
JONESBORO	Sun									
17,428	(e) 2,864	.02	....	(D) (AP) (J) (169)	W. O. Troutt & Sons	Fred D. Troutt				
	Tribune									
	(e) 3,924	.021	....	(I) (UP) (39)	Williams & Williams	Harry Lee Williams	Harry Lee Williams; J. D. Murray (sp)	Robert J. Raesly	Robert J. Raesly	J. R. Williams

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

ARKANSAS (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 17	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
LITTLE ROCK	Arkansas Democrat									
100,000	(e) 29,882	.09	.07	(D) (AP,INS,US) (mer) (†) (22)	Arkansas Democrat Co.	K. A. Engel W. T. Sitlington	E. J. Liske Allen Tilden (sp)	K. A. Engel B. M. Dunston (cm)	E. J. Herndon W. D. Branham (n). T. E. Wren (cl)	
	Sunday edition (S) 33,286	.09	....							
	Arkansas Gazette (m) 41,257	.12	....	(I-D) (AP,INS,CT,NYT,CP) (†) (26)	Gazette Pub. Co.	J. N. Heiskell Fred Heiskell	Wm. A. Wilson Henry Loesch (sp). J. N. Heiskell (Su).	Fred W. Allsopp Dan W. Smith (cm).	Wm. C. Allsopp	A. N. Guthrie
	Sunday edition (S) 49,585	.14	....							
MALVERN	Record									
5,000	(e)	.021	....	(D) (d) (4)	J. H. Beesteeber	J. H. Beesteeber				
MENA	Star									
3,500	(e) 764	.0143	.0143	(I) (INS) (J) (none)	Mena Star Co.	V. W. St. John	V. W. St. John Robt. M. Berry (sp)	V. W. St. John D. D. Clement (bm)	D. D. Clement	E. W. St. John
NEWPORT	Independent									
5,000	(e) 750	.0143	.0143	(D) (J)	A. C. Wilkerson	A. C. Wilkerson		A. C. Wilkerson	W. J. Duffy	Glenn Turner
PARAGOULD	Press									
8,000	(e) 1,250	.025	.02	(I-D) (AP) (none)	Rupert C. Wright	Rupert C. Wright	Gilbert Daulton	Rupert C. Wright Mrs. Rupert C. Wright (cm)	Mrs. Rupert C. Wright	
PINE BLUFF	Commercial									
30,000	(e) 7,378	.035	....	(D) (AP) (J) (4)	E. W. Freeman	W. L. Vennell				
	Graphic (m) 5,478	.03	.025	(D) (AP) (none)	George H. Adams	R. A. Hull	Edgar Chestnut Guy R. Lacy (sp). R. A. Hull (Su)	Geo. H. Adams J. Eastham (bm) Lev Flournoy (cm)	Lev Flournoy	R. J. Richardson
	Sunday edition (S) 5,478	.03	....							
PRESCOTT	News									
3,800	(e) 500	.015	....	(D) (J) (none)	F. J. Johnson	F. J. Johnson Mrs. F. J. Johnson	F. J. Johnson	F. J. Johnson Mrs. F. J. Johnson (cm)		
ROGERS	News									
3,318	(e) 1,480	.02	....	(I) (UP) (J) (none)	Jas. P. Shofner			Jas. P. Shofner Colletta Henmark	Franz Veerkamp	Hobart Philips
RUSSELLVILLE	Courier-Democrat									
6,150	(e) 790	.018	.018	(D) (AP) (none)	J. A. Livingston	J. A. Livingston		J. A. Livingston E. K. Wharton (cm).	Edgar G. Brown	Roy R. Young
SEARCY	Citizen									
4,000	(e) 550	.007	....	(D) (J) (none)	J. J. Baugh	J. J. Baugh	Mrs. J. J. Baugh W. E. Boyce (sp)	B. R. Johnson Mrs. J. J. Baugh (cm).	Mrs. J. J. Baugh J. J. Baugh (n)	B. R. Johnson
SILOAM SPRINGS	Register									
2,569	(e) 700	.014	....	(D) (J) (d) (39)	John P. Clegg	John P. Clegg				
STUTTGART	Arkansawyer									
6,000	(e) 900	.018	....	(I) (AP) (39)	J. M. Drummond	J. M. Drummond				

CALIFORNIA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 17	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALAMEDA	Times-Star									
31,876	(e)	.03	....	(B) (J) (UP) (78)	J. Sherman McDowell	J. S. McDowell				
ALHAMBRA	Post-Advocate									
24,000	(e) 8,097	.04	....	(I) (AP) (none)	E. S. Kellogg	Clayton I. Ward				
ANAHEIM	Bulletin									
12,500	(e) 4,033	.04	.025	(I) (AP) (126)	Lotus H. Loudon Hazel Del Loudon	Floyd McCracken Lotus H. Loudon	Floyd McCraken James Heffern (sp)	Lotus H. Loudon (bm) J. A. Morgan (cm)	Reginald Taylor H. Heffern (n) Thelma Kraeber (cl).	Fred Van Raes
BAKERSFIELD	Californian									
30,000	(e) 9,765	.05	.05	(D) (AP,UP) (J) (25-68-126)	Alfred Harrell	Alfred Harrell Ross C. Miller	W. H. Barr J. F. M. Day (sp)	Edward Benson J. L. Meservey (cm)	Walter Kane	Elmer Frogy
	Echo (m) 3,126	.04	.04	(R) (AP) (124-163-60)	George M. Swindell	George M. Swindell. A. C. Rowsey	P. M. Vissman Milton Phinney (sp)	G. M. Swindell (bm) L. V. McLeod (cm)	L. D. Sinclair E. B. Swindell (n). E. S. Russell (cl)	John Scannell
	Sunday edition (S) 3,243	.04	.04							
BERKELEY	Gazette									
83,000	(e) 7,661	.035	.035	(R) (UP) (J) (78)	Charles E. Dunscomb	James E. Wales	Harold W. Johnson Philip L. Rolfe (sp).	Charles E. Dunscomb C. M. Wales (bm) Fred W. Folsom (cm)	E. M. Denning K. F. Robertson (cl)	E. H. Zarley
BRAWLEY	News									
7,000	(e) 1,945	.03	.03	(R) (AP) (J) (78)	M. D. Witter		Perry Johnson William Warne (sp).	Frank Burris (cm)	Jack Rowe	Ira Burris
BURBANK	Review									
20,000	(e) 3,058	.035	....	(I) (UP) (J) (126)	Review Ptg. Co.			Harvey R. Ling Wm. Schofield (cm).		R. J. Dussault (J)
BURLINGAME	Advance-Star									
16,000	(e) 2,485	.03	....	(R) (INS) (J) (none)	A. B. Cargill	A. B. Cargill	W. T. Chapman Al Dipman (sp)	A. B. Cargill E. H. Light (cm)	M. J. McGrath	E. Snyder J. W. Currie (J)
CALEXICO	Chronicle									
6,800	(e) 1,210	.025	.025	(I) (AP) (mer) (J) (39-78)	Randall Henderson	Randall Henderson	Grady Setzler	Randall Henderson Mrs. Bess Stacy (cm)	F. B. Page	Randall Henderson
CHICO	Enterprise									
11,380	(e) 2,383	.03	.025	(R) (AP) (126)	Florence J. O'Brien	Florence J. O'Brien	Guerdon A. Cowan Chas. Randolph (sp)	Florence J. O'Brien H. A. Barber (bm). Geo. H. Swasey (cm)	Herbert A. Barber Matilda Ellena (cl).	Paul C. Bronaugh
	Record (m) 1,999	.025	.025	(I) (AP,UP) (J) (92)	C. H. Deuel	C. H. Deuel	N. B. Deuel Doug. White (sp)	R. C. Hurst D. A. Honodel (cm)	R. L. Ruth Ida Simmons (cl)	Emil Bardill B. D. Moore (J)
	Sunday edition (S) 2,009	.025	.025							
COALINGA	Record									
2,935	(e) 1,072	.025	....	(I) (J) (d) (none)	McCollum & Mason	F. J. McCollum				
COLTON	Courier									
8,200	(e) 1,482	.025	.025	(R) (AP) (J) (none)	F. S. Hosfelt	Vera Gates Hosfelt	W. R. Waggoner	F. S. Hosfelt K. W. Alexander (bm) M. W. Carter (cm)	K. W. Alexander M. W. Carter (n)	W. W. Elliott
COLUSA	Sun									
2,000	(e) 875	.021	....	(d) (4-39-180)	Sun Pub. Co.	Mrs. W. S. Green				
CORNING	Observer									
2,500	(e) 763	.021	.021	(I) (UP) (J) (none)	Tom E. Harper	Tom E. Harper		Tom E. Harper	A. P. Bellisle	A. C. Keiser
CORONA	Independent									
6,000	(e) 870	.021	.021	(I) (J) (78)	George M. Blair	George M. Blair C. C. Johns	C. C. Johns	George M. Blair M. P. Miller (cm)	J. R. Harbert H. G. Blair (cl)	C. R. Miller A. M. Creech (J)
DINUBA	Sentinel									
4,000	(e) 1,783	.025	.025	(I-R) (UP) (J) (126)	John Raymond Locke	John Raymond Locke William E. Locke	Hazel Carmichael	William Locke J. R. Locke, Jr. (cm)	J. R. Locke J. R. Locke, Jr. (cl).	Herbert Yaryan O. H. Chappell (J)
EL CENTRO	Imperial Valley News									
10,300	(e) 2,632	.035	....	(R) (UP) (126)	Imperial Valley Press, Inc.	James P. Green W. C. Costello	Fred Schantz (sp)	H. W. Hammond W. C. Costello (bm) W. H. Howard (cm)	Homer McManus W. C. Costello (n). Margaret Christian (cl)	Charles Hamilton
ESCONDIDO	Times-Advocate									
4,500	(e) 815	.021	....	(I) (J) (180)	Percy Evans	Percy Evans	Percy Evans Alan McGrew (sp)	Percy Evans Elsie Walck (cm)	Guy B. Ashley Percy Evans (n) Elsie Walck (cl)	Erle Runge Aubrey Ashley (J)
EUREKA	Humboldt Standard									
19,865	(e) 5,114x	.03	.03	(R) (AP,UP) (†) (J) (126)	F. W. Georgeson	F. W. Georgeson E. F. Ballard	D. O'Kane	F. W. Georgeson R. L. Dewar (bm). D. R. Georgeson (cm)	R. L. Dewar	Charles Harms W. J. Kirkpatrick (J)
	Sunday edition (S) 5,447	.03	.03							
	Humboldt Times (m) 5,910x	.04	.04	(R) (AP) (J) (119-78)	Times Pub. Co.	J. H. Crothers	George Anderson	J. H. Crothers J. L. Kennedy (cm)	H. Irvine Sprague J. H. Crothers (n)	J. H. Crothers Arthur M. Smith (J)
	Sunday edition (S) 6,246x	.04	.04							
FRESNO	Bee									
75,000	(e) 25,018	.08	.07	(I) (AP,UP,CP) (E) (*S) (†) (140)	Jas. McClatchy Pub. Co.	Carlos K. McClatchy H. R. McLaughlin	W. E. Lockwood Ed Ormon (sp)	Carlos K. McClatchy Ed S. Eggins (bm)	L. H. La Rash R. L. Bellem (cl)	
	Sunday edition (S) 24,764	.08	.07							
	Republican (m) 28,951	.10	....	(I-R) (AP) (†) (129-15)	George A. Osborn Chase S. Osborn, Jr.	Chase S. Osborne, Jr. Ben R. Walker	Ralph B. Cole John Leo (sp)	George A. Osborn H. R. Gregory (bm). H. R. Pryor (cm)	W. E. Tyler Frank L. Adams (n) Gilbert Baymiller (cl).	
	Sunday edition (S) 29,305	.10	....							
FULLERTON	News-Tribune									
13,420	(e) 3,924	.035	.035	(I) (UP) (126)	Edgar Johnson	Edgar Johnson			N. O. Shanks	
GILROY	Dispatch									
4,000	(e) 1,412	.025	.018	(R) (UP) (J) (126)	Hall & Nedom	Hall & Nedom John N. Hall	Ed Gammons	John N. Hall	John N. Hall	
GLENDALE	Press									
70,000	(e) 6,066	.04	.03	(R) (AP) (J) (140)	F. W. Kellogg	Alfred Wesson	Alfred Wesson Walter Scratch (sp)	Leo Olsen W. L. Taylor (bm). D. Rathbun (cm)	R. B. Hornbeck Joe Levy (n) Harriett Thompson (cl).	A. M. Wiggins W. L. Taylor (J)
	News (e) 10,066	.06	....	(I-R) (UP,CP) (126)	Samuel G. McClure	W. S. Ingram		Jacob D. Funk		
GRASS VALLEY	Union									
5,500	(m) 1,479	.025	....	(I-D) (J) (AP) (183-126)	Thomas Ingram	W. F. Prish Thomas Ingram		M. Henry Argall (cm)		
	Sunday edition (S) 1,475	.025	....							

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

CALIFORNIA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 17	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
GRIDLEY	Globe									
2,500	(e)	.009	....	(D) (J) (none)	Don B. Robb	Don B. Robb				
HANFORD	Journal									
7,500	(m) 1,556	.025	.025	(D) (AP) (78)	A. D. Driver	A. R. Macdonald A. D. Driver	Donald Pickerill (sp)	A. D. Driver H. E. Poor (cm)	Edwin H. Wilder	M. J. Pilkenton
	Sunday edition									
	(S) 1,556	.025	.025							
	Sentinel									
	(e) 1,611	.025	.025	(R) (UP) (J) (126)	J. E. Richmond	J. E. Richmond	Robert R. Brown E. S. Richmond (sp)	J. E. Richmond J. Y. Kerr (cm)	F. E. Newton	M. D. Fuller J. E. Richmond (j)
HAYWARD	Review									
11,000	(e) 1,296	.021	....	(I-R) (UP) (J) (none)	N. R. Moore	N. R. Moore	N. R. Moore	N. R. Moore V. P. Jakobsen (cm)	N. R. Moore	W. E. Legge
HEALDSBURG	Tribune									
3,500	(e) 695	.025	.025	(I-R) (UP) (J) (126)	M. Earle Adams	M. Earle Adams	Mildred Corbit	M. Earle Adams C. R. Law (cm)	Clarence R. Law Agnes Adams (cl)	Gordon Dixon
	Weekly edition									
	1,855	....	....							
HOLLISTER	Free Lance									
4,000	(e) 1,122	.025	.025	(I-R) (UP) (J) (126)	M. F. Hoyle	Herbert Sutton	Bruce Craver	M. F. Hoyle Chas. Killaugh (cm)	M. H. Raffauf	F. G. Voll M. C. Arthur (j)
HOLLYWOOD	Citizen									
120,000	(e) 10,216	.06	.05	(I) (UP) (J) (126)	Harlan G. Palmer	Harlan G. Palmer Harold Swisher	Harold N. Hubbard Claud Newman (sp)	Harlan G. Palmer Harold Searles (cm)	T. Harwood Young J. R. Tobin (cl)	Harold D. Winn F. A. Fitzpatrick (j)
	News									
	(e) 9,493	.05	....	(P-R) (AP) (J) (E) (140)	News Pub. Co	Donald H. Long	Lloyd Brownfield	W. L. Beebe Dutton O'Brien (cm)	P. Morgan Teeple H. H. Scott (cl)	G. S. Morgan F. M. Waller (j)
HUNTINGTON P'K.	Signal									
30,000	(e) 4,245	.04	.025	(I) (UP) (J) (none)	J. A. Bowen	J. A. Bowen	L. H. Beason	H. G. Phillips (cm)	C. F. Ackerman	Tom Ridge
INGLEWOOD	News									
23,000	(e) 3,198	.035	.029	(I) (UP) (J) (126)	Thad N. Shaw & Son	Carl Blaker		Thad N. Shaw Hubert H. Shaw (bm)		Conrad Schreck (j)
LONG BEACH	Press-Telegram									
145,000	(e) 38,528	.12	.11	(R) (AP,UP,CP) (*8) (†) (J) (E) (183-126)	Press-Telegram Pub. Co	W. F. Prisk F. M. Selover	W. E. Monfort Frank Blair (sp) Frank Goss (Su)	W. F. Prisk W. H. Hosking (bm) Ed Pugh (cm)	G. L. Burt W. M. Heaton (n) W. E. Douglas (cl)	James Hammond W. B. Leecraft (j)
	Sunday edition									
	(S) 37,272	.12	.11							
	Sun									
	(m) 14,152	.06	....	(R) (UP) (†) (9-45)	Morning Sun Pub. Co., Inc	Walter H. Case	Ruskin L. Dunfee Jack Swain (sp)	Fred W. O'Lovesky H. E. Strong (cm)	B. J. Abraham Geo. D. Wiley (n)	H. D. Coates
	Sunday edition									
	(S) 12,915	.06	....							
LOS ANGELES	Examiner									
1,300,528	(m) 199,708	.42	....	(I) (AP,INS,US) (mer) (†) (E) (36-184-86)	G. G. Young	F. W. Eldridge	W. Woolard Mark Kelly (sp) Roy Polcar (Su)	G. G. Young B. P. Guild (bm) R. J. Corrigan (cm)	S. P. Bartlett, adv. dir. F. H. McMahon (n) W. O. Boyd (cl)	R. V. Edwards
	Sunday edition									
	(S) 422,817	.75	....							
	Express									
	(e) 129,559	.25	....	(R) (AP,UP,CP) (†) (E) (140)	Guy C. Earl, Jr	E. A. Dickson A. Y. Tully	H. F. Spencer Sid Ziff (sp)	Frederick Wagner H. S. Sharpless (bm) N. R. Jensen (cm)	M. S. Day Charles H. Powell (cl)	
	Herald									
	(e) 206,879	.45	.27	(I) (INS,UP) (†) (mer) (E) (128-107-84)	Dr. Frank F. Barham	Dr. Frank F. Barham E. R. Collins	James Richardson Jack James (sp)	Dr. Frank F. Barham Don G. Keeler (bm) Wm. Harrison (cm)	Arthur Holliday E. F. Menz (n) Carl Nissen (cl)	Marshall Culver
	Illustrated News									
	(m) 106,777	.20	....	(I) (UP) (J) (E) (12)	E. Manchester Boddy	E. Manchester Boddy Harry C. Eller	Joel Rickman Robert A. Cronin (sp)	E. G. Patterson (bm) Wm. A. Robare (cm)	Elliott C. Hensel Wm. R. Powell (cl)	Arthur Stanley
	Record									
	(e) 54,705	.12	.11	(I) (UP) (mer) (†) (E) (72)		H. B. R. Briggs	Rodney Brink Harry Grayson (sp)	Neil S. Hellis (bm) G. E. Hutchinson (cm)	Neil S. Hellis F. R. Davit (n) Geraldine Davis (cl)	Elmer Cobb
	Times									
	(m) 143,608	.29	....	(R) (AP) (*8) (mer) (J) (E) (183-15)	Times-Mirror Co	R. W. Trueblood	L. D. Hotchkiss Paul Lowry (sp) Wm. M. Henry (Su)	Harry Chandler Jacob Baum (bm) A. L. Parker (cm)	Irving R. Smith Emile Hartford (n) H. W. Jacobi (cl)	M. S. Bentley S. W. Crabill (j)
	Sunday edition									
	(S) 214,092	.40	....							
MADERA	Tribune & Mercury									
4,250	(e) 1,250	.025	....	(I) (J) (UP) (4)	Clark & Clark	H. A. Clark				
MARTINEZ	Contra Costa Gazette									
7,000	(e) 1,425	.025	....	(R) (INS) (J) (none)	W. A. Rugg	W. A. Rugg	J. R. Booth	W. A. Rugg (bm) B. E. Stotts (bm)		B. E. Stotts (j)
	Standard									
	(e) 1,519	.03	....	(R) (UP) (J) (39)	Contra Costa Pub. Co	Will R. Sharkey (me)	Cyril L. Cairns A. M. Richards (sp)	Will R. Sharkey		H. D. Lyford
MARYSVILLE	Appeal-Democrat									
7,500	(e) 4,873	.04	.04	(I) (UP) (J) (78)	F. W. McKechnie, Jr	F. W. McKechnie, Jr.	Edward Burt (sp)	F. W. McKechnie, Jr. C. W. Moore (cm)	Harry Butler	Thomas Ryan George Chaney (j)
MERCED	Sun-Star									
8,200	(e) 3,961	.04	.035	(I) (AP,UF) (†) (J) (126)	Merced Sun-Star	Ray McClung		Hugh McClung		W. F. Ford (j)
MODESTO	News-Herald									
17,000	(m) 2,455	....	....	(I) (AP,UP) (†) (140)	News-Herald Co.	Charles K. McClatchy Fred B. Moore	Fred B. Moore James Roach (sp)	Carlos K. McClatchy H. P. Walls (bm) J. N. Stone (cm)	H. P. Walls H. Crocco (n) C. S. Richardson (cl)	Charles Peterson
	News-Herald									
	(e) 7,968	....	....							
	Combined daily									
	(me) 10,423	.06	.06							
	Sunday edition									
	(S) 2,481	.06	.06							
MONROVIA	News									
11,000	(e) 2,245	.03	.03	(I) (UP) (†) (J) (126)	C. C. Howard	C. C. Howard	W. C. Blakey Elwood Irwin (sp)	H. W. Fredericks (bm) E. Mullen (cm)	H. W. Fredericks Alta Post (cl)	R. W. Bennett W. St. John (j)
MONTEREY	Peninsula Herald									
8,700	(e) 3,119	.03	.035	(I-R) (AP) (†) (J) (126)	Allen Griffin	Allen Griffin William O'Donnell	William Gould M. Londabl (sp)	Allen Griffin Howard Walters (bm) F. M. Buck (cm)	B. S. Bernard E. Gottlieb (cl)	A. H. Clickard
NAPA	Journal									
8,000	(m)	.018	....	(D) (J) (4)	Walden & Muller	Edward W. Longan				
	Sunday edition									
	(S)	.018	....							
	Register									
	(e) 2,350	.025	.021	(R) (UP) (†) (78)	Francis & Francis	G. M. Francis George H. Francis	Theodore Marois	G. H. Francis Geo. Gerlach (cm)	H. Koethen	Harold Koethen
OAKLAND	Post-Enquirer									
320,000	(e) 59,427	.18	.18	(I) (INS) (†) (E) (172-160)	R. A. Carrington, Jr	Carl Hoffman Howard Krueger	Homer Thomas Al Santoro (sp)	V. Lattanner (cm)	Emil Nusbaum J. Maher (cl)	R. L. Ratkin
	Times									
	(m)	.09	.065	(I) (INS,US) (36-184-86)	E. A. Vandeventer	E. A. Vandeventer C. F. Royce (news)		Wesley Plunkett (bm)	I. J. Hentschel Gene Callahan (n) F. J. Devel (cl)	
	Sunday edition									
	(S)	....	....							
	Tribune									
	(e) 80,239	.21	.18	(I-R) (AP,UP,CT,CDN) (†) (J) (E) (183-78)	Joseph R. Knowland	Joseph R. Knowland Leo S. Levy	Stanley Norton Robert Shand (sp) Roy Sharpe (Su)	B. A. Forsterer W. F. D. Brown (cm)	R. G. Breeze C. L. Irish (n) M. J. A. McDonald (cl)	Alexander Doig C. B. Hill (j)
	Sunday edition									
	(S) 77,417	.21	.18							
ONTARIO	Report									
11,934	(e) 3,325	.03	.03	(I) (UP) (J) (none)	Crombie Allen H. L. Allen	Crombie Allen R. F. Graettinger	V. C. Beck	H. L. Allen J. A. Downey (bm) L. L. Sturges (cm)	E. Cords Annie Potter (n) Ann Thomas (cl)	Walter Axley H. J. Hoeger (j)
ORANGE	News									
9,000	(e) 2,678	.03	.03	(R) (UP) (126)	Hart & Craemer	W. O. Hart Justus F. Craemer	R. S. Arguello A. R. Benson (cm)	Justus F. Craemer R. E. Thompson (sp)	O. G. Franke	C. J. A. Melbach
OROVILLE	Mercury-Register									
7,100	(e) 2,652	.03	.03	(I) (UP) (†) (J) (none)	Oroville Mercury Co	Dan L. Beebe	George Wangelin	Fred Scheidle (bm) W. S. Pittman (cm)		A. F. Davis George Chaney (j)
OXNARD	Courier									
7,200	(e) 1,655	.025	.021	(R) (INS) (J) (126)	J. J. Krouser & Sons	J. J. Krouser Caryl Krouser	Wenley Krouser Charles Teubner (sp)	J. J. Krouser (bm) Charles Teubner (cm)	Charles Teubner	Claude E. Moon C. H. Bronaugh (j)
PACIFIC GROVE	Review									
2,974	(e) 1,027	.025	....	(I-R) (J) (none)	W. J. Thyer					
PALO ALTO	Times									
12,000	(e) 4,335	.045	....	(I) (AP) (126)	George F. Morell	Dallas E. Wood	Theon Wright (sp)	E. R. Lovett (bm) K. T. Boardman (cm)	E. R. Lovett	W. F. Henry
PASADENA	Post									
85,000	(e) 9,522	.05	....	(I) (AP) (J) (none)	F. W. & W. S. Kellogg	F. F. Runyon Blaine Gibson	Lee Merriman	A. J. Baum C. H. Ruhmland (cm)	M. J. Anthony A. S. Adams (n)	Homer McDowell William Login (j)
	Star-News									
	(e) 17,397	.09	.07	(R) (UP,CP) (†) (J) (E) (183-126)	Star-News Pub. Co	Charles H. Prisk	C. F. Shoop R. O. Foote (sp)	Charles F. Prisk A. J. Hosking (bm) E. T. Hamrick (cm)	G. R. Fugate	J. T. Jenkins W. C. Peck (j)
	Sun									
	(m) 6,470	.04	.036	(I) (UP) (†) (12)	J. Leo Meehan	Glenn Baker	S. Garvey	W. C. McMillan James Meehan (bm) D. K. Mitchell (cm)	D. A. Sikes L. J. Ible (n) Edith Melton (cl)	R. Trumbower

The Greatest Advertising Medium in Oakland or San Francisco

The above map graphically portrays the concentrated market that is exclusively "Oakland's Trading Territory." The cross shaded area of this Bay map pictures the intensive circulation coverage of the TRIBUNE. *This market and the* TRIBUNE *circulation coverage is essentially the same. 88% of circulation in city and suburban area.*

Our Advertising Story for 1927

Local Display . . 10,866,828 Lines
[776,202 Inches or 4,620 pages]

Classified . . . . . 5,319,720 Lines
[379,980 Inches or 2,010 pages]

National . . . . . 2,001,538 Lines
[142,967 Inches or 851 pages]

Total . . . . . 18,188,086 Lines
[1,299,149 Inches or 7,481 pages]

In the evening field, the TRIBUNE published the greatest volume of Local Display of any newspaper in the West.

For five consecutive years, the TRIBUNE has been among the First Twelve classified leaders of America.

In National Advertising the TRIBUNE carried twice as much as any other Oakland newspaper.

[*And remember . . . the* OAKLAND TRIBUNE *published the greatest volume of advertising of any newspaper in either Oakland or San Francisco during 1927*]

Oakland Tribune

Exclusive Associated Press Service — United Press — Consolidated Press Association

OAKLAND, CALIFORNIA

National Representatives

Eastern
WILLIAMS, LAWRENCE & CRESMER CO.
285 Madison Avenue, New York City
360 N. Michigan Avenue, Chicago

Pacific Coast
FRED L. HALL COMPANY, INC.
507 Montgomery Street, San Francisco
514 Leary Bldg., Seattle and C. of C. Bldg., Los Angeles

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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

CALIFORNIA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 17	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
PETALUMA	Argus & Courier									
8,000	(e) 4,000	.045	....	(R) (UP) (J) (78)	Olmsted Co.	J. E. Olmsted	A. S. Newburgh	J. E. Olmsted	Harry Elston	John A. Olmsted
PLACERVILLE	Republican									
2,100	(e) 1,142	.025	....	(R) (J) (UP) (4-180)	El Dorado Pub. Co.	H. Berle Thomas				
POMONA	Progress-Bulletin									
21,000	(e) 6,528x	.045	....	(R) (J) (UP) (126)	Progress Bulletin Pub. Co.	E. E. King		W. E. Stevens N. J. King (bm)		
PORTERVILLE	Recorder									
8,000	(e) 2,279	.025	.025	(I) (UP) (J) (none)	Homer W. Wood	Roy Garman (me)	Roy Garman Leonard Vannell (sp)	Homer W. Wood G. O. Davis (bm) H. B. Gwillum (cm)	G. O. Davis	F. C. Smith
RED BLUFF	News									
4,000	(e) 1,400	.025	.02	(D) (UP) (J) (126)	John G. Miller	John G. Miller	Vern B. Fish	R. H. Boding Hazel Fish (cm)	V. B. Fish R. H. Boding (n) Hazel Fish (cl)	Sam Hall W. W. Waddill (j)
REDDING	Courier-Free Press									
6,000	(e) 1,256	.021	.021	(R) (AP) (J) (39-78)	Walter H. Fink	Walter H. Fink	Walter H. Fink	Walter H. Fink	Walter H. Fink	Walter H. Fink
	Searchlight									
	(m) 1,680	.018	.018	(I-R) (AP) (J) (126)	H. G. Moody	H. G. Moody	I. D. Stanford F. Reinbolt (sp)	H. G. Moody O. G. Waters (bm) Dorothy Obert (cm)	Ferdina Reinbolt	C. Dineen W. Billings (j)
	Sunday edition									
	(S) 1,680	.018	.018							
REDLANDS	Facts									
17,890	(e) 3,134	.03	.03	(I-R) (UP) (none)	Redlands Daily Facts	Lyman M. King	F. K. Arthur C. E. Arthur (sp)	Paul W. Moore L. O. Hammond (cm)	Paul W. Moore	H. A. Hargraves
REDONDO BEACH	Breeze									
10,500	(e) 2,951	.03	.029	(I) (AP) (J) (140)	Kellogg Newspapers, Inc.	Sam G. Austin	Sam G. Austin	C. B. Robertson Harry Angeli (cm)	C. B. Robertson, Jr. Harold Cobley (cl)	J. E. Rose
REDWOOD CITY	Tribune									
7,600	(e) 4,330	.046	....	(I) (AP) (†) (126)	George F. Morell	Carroll D. Hall		Sam H. Winkiebleck (bm) K. T. Boardman (cm)		W. F. Henry
RICHMOND	Independent									
30,000	(e) 3,805	.035	.03	(I-R) (UP) (J) (126)	J. F. Galvin	R. S. Crose	Murray Hannon	J. F. Galvin F. S. Newsom (bm) L. M. Heady (cm)	Harry R. Burt F. S. Newsom (n)	Geo. T. Griffin H. C. Brombacher (j)
	Record-Herald									
	(m) 3,117	.029	....	(R) (J) (none)	Grover E. Milnes					
	Sunday edition									
	(S) 3,117	.029	....							
RIVERSIDE	Enterprise									
31,000	(m) 4,456	.035	.035	(I-R) (AP) (J) (39-78)	Enterprise Corp.	J. R. Gabbert E. F. Lindenberger	Harry Harper (sp)	W. H. Marsh M. H. Hurt (cm)	W. E. Rose K. C. Harrington (cl)	W. B. Phillips
	Sunday edition									
	(S) 4,456	.035	.035							
	Press									
	(e) 6,809	.035	....	(R) (UP) (126)	Daily Press, Inc.	E. P. Clarke	A. A. Piddington W. Leaman (sp)	H. W. Hammond John L. Wagner (cm)	Harry E. Ross M. M. Gaston (n) N. Goslin (cl)	Don Priestly
SACRAMENTO	Bee									
107,000	(e) 50,109	.12	....	(I) (AP,UP) (†) (E) (140)	James McClatchy Pub. Co.	Charles K. McClatchy J. E. Langdon	Donald Ashton Rudy Hickey (sp)	Carlos K. McClatchy. W. H. James, bus. dir. G. C. Hamilton (bm) E. H. Mapps (cm)	Thomas A. Cody L. W. Averill (cl)	Chris Schwabe
	Union									
	(m) 14,042	.06	....	(I) (AP) (129-126)	W. W. Chapin	E. E. Faville A. H. Lyon	W. S. George (sp) Leslie Davies (Su)	M. W. Ryan (cm)	D. S. Mains F. Baner (n) Robert Henri (cl)	L. D. Morgan
	Sunday edition									
	(S) 14,111	.07	....							
SALINAS	Index									
7,500	(e) 2,785	.03	.025	(R) (UP) (J) (126)	Fred Weybret	Rolin G. Watkins	Frank Conner	Fred Weybret	Lawrence Vera Mrs. A. Smith (cl)	Ed. Kraetch Fred Weybret (j)
	Journal									
	(m) 1,865	.021	....	(I) (J) (AP) (39-180)	Paul Parker	Harold Haugen				
	Sunday edition									
	(S) 1,865	.021	....							
SAN BERNARDINO	Sun									
40,000	(m) 9,855x	....	....	(R) (AP,UP) (mer) (†) (J) (E) (126)	Sun Co.	R. C. Harbison J. A. Guthrie	E. E. Buie Sidney Olin (sp) L. Burr Belden (Su)	Harry S. Webster O. F. Thayer (cm)	H. P. Graham Lloyd M. Carey (cl)	L. L. McFall E. Deo Paul (j)
	Telegram									
	(e) 3,188x	....	....							
	Combined daily									
	(me) 13,043x	.06	....							
	Sunday edition									
	(S) 10,018x	.08	....							
SAN DIEGO	Independent									
146,000	(m) 5,787	.05	....	(I) (UP) (59)	Independent Pub. Co.	Charles M. Vernon	Douglas Turney Arthur Rible (sp)	Charles M. Vernon Claude Sachs (bm) John Wood (cm)	John Strong S. S. Purkey (cl)	James Pinkerton
	Sunday edition									
	(S) 5,787	.05	....							
	Sun									
	(e) 20,109	.06	.05	(I) (UP) (mer) (†) (3)	Sun Pub. Co.	P. C. Edwards A. W. Randoll	Bert Andrews J. Rossman (sp)	W. S. Dayton (bm) James S. Louvan (cm)	A. L. Houser H. W. Hall (cl)	R. F. Barthelmess
	Tribune									
	(e) 24,545	....	....	(R) (AP,US,INS,CP) (†) (E) (140)	Tribune Co.	James MacMullen	F. B. Goodman (E) R. E. Laninger (E) (sp) C. A. McGrew (M) T. Steinman (M) (sp)	James MacMullen E. F. Parmeles (bm) W. V. O'Farrell (cm)	E. F. Parmeles	Jack O'Connor (E) L. T. Barrow (M)
	Union									
	(m) 26,780	....	....		Union Co.					
	Combined daily									
	(me) 52,325	.12	.111							
	Sunday edition									
	(S) 34,797	.11	....							
SAN FRANCISCO	Bulletin									
708,391	(e) 81,505	.18	.13	(R) (AP,CP) (E) (140)	W. M. Hines	W. M. Hines Frank Farrar	James Adam George T. Davis (sp)	F. S. Baker (bm) E. J. McNamara (cm)	J. J. Bennett W. H. Randall (n) Alva Shirley (cl)	Eugene Guggler
	Call									
	(e) 108,501	.25	.20	(I) (AP,INS) (mer) (†) (J) (E) (128-107-160)	Charles Sommers Young	Fremont Older Edgar T. Gleeson	John R. Bruce T. E. Frayne (sp)	F. L. Steenrod (bm) S. F. Gingold (cm)	W. R. Penney, adv. dir. R. L. Litchfield (n)	F. L. Steenrod H. Mathey (j)
	Chronicle									
	(m) 95,961	.25	.19	(I-R) (AP,CT,NYT) (*S) (†) (E) (183-15)	George T. Cameron	George T. Cameron W. H. B. Fowler	Charles M. Coleman. H. B. Smith (sp) James Tufts (Su)	W. H. B. Fowler George Fisher (cm)	J. H. Libbey C. F. King (n) H. J. Harrison (cl)	Mark Waymon
	Sunday edition									
	(S) 160,036	.30	.21							
	Examiner									
	(m) 186,372	.37	.23	(I) (AP,UP,INS) (mer) (†) (E) (36-184-45-60)	George Hearst	E. Cullenward (me)	William Wren A. T. Baum (sp) E. Clarke (Su)	J. A. Callahan A. E. Crawford (cm)	E. H. Barnfield (local) R. W. Madison (n) C. A. Sternberger (cl)	C. J. McDermott
	Sunday edition									
	(S) 360,764	.70	.31							
	News									
	(e) 83,748	.20	.15	(I) (UP) (mer) (†) (E) (3)	Daily News Co.	W. N. Burkhardt A. C. Bartlett	Frank A. Clarvoe Tom Laird (sp)	J. L. Cauthorn (bm) H. J. Debenham (cm)	Winslow Abbey A. Stone Waldo (n) Elmer Cox (cl)	Arthur Pitts
SAN JOSE	Mercury-Herald									
65,000	(m) 18,484	.075	....	(R) (AP) (E) (105-126)	Mercury-Herald Co.	E. A. & J. O. Hayes Arthur Clarke	John Brokenshire Gene Vinassa (sp)	W. P. Lyon (bm) E. L. Simpkins (cm)	F. L. Baker W. P. Lyon (n)	
	Sunday edition									
	(S) 19,154	.075	....							
	News									
	(e) 7,261	.04	.03	(I-R) (AP,UP) (J) (E) (144)	G. Logan Payne	Jack Wright	Stanley Waldorf (sp)	G. Logan Payne Joseph Lorzak (bm) M. Platner (cm)	F. Biltmeyer G. Logan Payne (n) Samuel Quinn (cl)	George Price F. Baker (j)
SAN LUIS OBISPO	Tribune									
8,000	(m) 1,044	....	....	(I) (UP) (J) (126)	E. C. Rodgers	E. C. Rodgers				
	Telegram									
	(e) 4,277	....	....							
	Combined daily									
	(me) 5,321	.045	....							
	Sunday edition									
	(S) 1,044	.045	....							
SAN MATEO	Times									
15,000	(e) 4,055	.04	.04	(R) (UP) (J) (126)	Horace W. Ampblett	J. Frishman (me)	Lowell Jessen James Lee (sp)	J. Frishman Edward Reese (cm)	David Moore J. Frishman	J. Harris
SAN PEDRO	News									
42,000	(e) 6,939	.04	.04	(I) (AP) (140) (108A)	F. W. Kellogg and J. Frishman	Lowell Jessen				
	Pilot									
	(e) 4,898	.04	.04	(I) (UP) (J) (126)	Waite Bros.	C. F. Waite	Thomas R. Evans Frank Quinlan (sp)	C. F. Waite Charles A. Fay (cm)	A. L. Waite A. M. Walker (n) K. Johnson (cl)	J. A. Waite

THE

San Francisco Chronicle

in 1927

gained in *local display* (excluding automotive) 92,120 lines—the largest gain of any San Francisco newspaper.

The Chronicle gained in *national* advertising (excluding automotive) 39,102 lines—the largest gain of any San Francisco newspaper.

The Chronicle led all other San Francisco newspapers except one in *total national* advertising.

The Chronicle led all other San Francisco newspapers in the following classes of *quality* advertising:

	Chronicle Lines	**Second Newspaper Lines*
Automobiles	1,241,730	1,217,818
Financial	965,188	583,436
Publications	167,426	68,572
Resorts	188,608	116,830

* Excluding American Weekly.

The Chronicle's average net paid circulation for the six months ended September 30th, 1927 was

Daily 95,961 Sunday 160,036

a gain of **4,268** Daily and **7,772** Sunday over the corresponding period a year ago.

National Advertising Representatives

WILLIAMS, LAWRENCE & CRESMER CO.

285 Madison Avenue
New York

360 North Michigan Ave.
Chicago

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

CALIFORNIA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 17	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
SAN RAFAEL	Independent									
7,800	(e) New daily	.03	....	(I) (78-39)	Harry Lutgens		Ralph Cole	Harry Lutgens (bm) Gerald J. Drew (cm)	Henry C. Lutgens	A. R. Long
SANTA ANA	Register									
27,000	(e) 10,920x	.06	....	(I) (UP) (176-78)	J. Frank Burke	Mary Burke King	Mason Yould Ed West (sp)	J. Frank Burke Loyal K. King (bm) William McKay (cm)	C. Joseph Snyder	O. K. Johns
	Sunday edition (S)	.06	....							
SANTA BARBARA	News									
32,000	(e) 6,921x	.045	....	(I-D) (AP) (†) (J) (124-163-78)	T. M. Storke	T. M. Storke Lynn C. Simpson	Will Wayne Ray Simpson (sp)	J. V. McClatchy (bm) Jesse Haring (cm)	B. D. Lane S. A. Barnes (cl)	J. C. Harper Thad Sutton (j)
	Press (m) 5,645x	.045	.028	(R) (AP,UP) (126)	R. G. Fernald	R. G. Fernald G. A. Martin	Marshall Selover G. A. Martin (Su)	R. G. Fernald George C. Reeve (cm)	Roland Jacobs John M. Grant (cl)	Jesse Wootton
	Sunday edition (S) 5,644x	.045	.028							
SANTA CRUZ	News									
16,000	(e) 3,175	.03	....	(I-R) (J) (AP) (126)	Devlin & Judah	E. J. Devlin		H. R. Judah		
	Sentinel (m) 3,462	.03	....	(R) (AP) (J) (78)	Sentinel Pub. Co.	F. D. McPherson, Jr. F. D. McPherson	Ernest Otto D. R. Kiff (sp)	F. D. McPherson R. H. Breland (cm)	W. E. Davis L. A. Thatcher (n)	E. W. Fields
	Sunday edition (S) 3,462	.03	....							
SANTA MARIA	Times									
5,500	(e) 1,505	.025	....	(R (UP) (†) (J) (69-45)	O. M. Cannon	J. B. Stephens		J. H. Bowles (bm) S. E. Cannon (cm)	R. G. Gauerke	J. L. Corey
SANTA MONICA	Outlook									
45,000	(e) 9,997	.06	.046	(I) (AP,UP,CP) (†) (J) (E) (140)	Santa Monica Pub. Co.	Robert P. Holliday Charles S. Warren	Robert Hutton Roger Greene (sp) Les Storrs (Su)	R. P. Holliday A. K. Whyte (bm) E. T. Linden (cm)	V. P. Benawa C. S. Millins (cl)	S. J. Wills F. B. Calfee (j)
	Sunday edition (S) 13,500	.075	....							
SANTA PAULA	Chronicle									
7,500	(e) 1,747	.025	.025	(R) (UP) (J) (none)	Leo A. Smith	Leo A. Smith	Maxwell Thayer	Leo A. Smith F. A. Henry (cm)	F. A. Henry Leo A. Smith (n)	C. O. Main
SANTA ROSA	Press-Democrat									
14,500	(m) 9,176	....	.045	(D) (UP) (†) (J) (78)	Ernest L. Finley	Ernest L. Finley	Julian I. Mayar	C. R. Lehman (bm) McBride Smith (cm)	Carl R. Lehman Paul M. Johnson (cl)	C. A. Brendlin Grant Kellogg (j)
	Sunday edition (S) 9,176	....	.045							
	Republican (e) 3,387	....	.035	(I) (UP) (†) (78)	Ernest L. Finley	Ernest L. Finley	M. R. Pardee Winston Jewett (sp)	Carl R. Lehman (bm) Seaton Mitchell (cm)	Carl R. Lehman Paul M. Johnson (cl)	C. A. Brenlin
	Combined daily 13,563	.065	....							
STOCKTON	Independent									
51,000	(m) 9,360	.045	.04	(R) (AP) (126)	Independent Pub. Co.	W. A. Fitzgerald	Clifton Frisbie	George E. McLeod A. E. Storm (cm)	C. M. Adriance Franc Davis (cl)	J. J. McNeary
	Sunday edition (S) 9,360	.045	.04							
	Record (e) 18,474	.075	....	(I) (AP,UP) (†) (105-78)	Record Pub. Co.	Irving Martin, Sr. G. E. Reynolds	Richard Rea John Peri (sp)	Irving Martin, Sr. H. J. F. Berkeley (bm) L. M. Hildebrand (cm)	Lloyd Drury N. S. Mobney (n) H. Lloyd (cl)	J. E. Malloy
TAFT	Midway Driller									
5,000	(e) 3,270	.03	.03	(I) (AP) (J) (none)	A. M. Keene	E. W. Callander A. M. Keene	E. W. Callander W. Keene (sp)	A. M. Keene J. D. Peterson (bm) H. E. Echols (cm)	H. G. Arndt H. E. Echols (cm)	Joe Pound
TULARE	Advance-Register									
5,900	(e) 2,413	.03	....	(I) (J) (UP) (126)	Tulare Pub. Co.	Patterson D. Nowell				
TURLOCK	Journal									
5,400	(e) 2,537	.03	.029	(I) (UP) (J) (126)	Mrs. Josie Goodwin	Mrs. Josie Goodwin		Mrs. Josie Goodwin L. L. Goodwin (cm)	Josie Goodwin	Irving Delbon
VALLEJO	Times-Herald									
27,000	(m) 2,700x	.03	.025	(I) (UP) (J) (78)	Luther E. Gibson	J. J. Motzko Luther E. Gibson	Kenneth F. Knight Harry De Bolt (sp)	Luther Gibson Fred W. Birchmore (cm)	John J. Motzko	Luther E. Gibson (j)
	Sunday edition 2,717x	....	....							
	Chronicle (e) 1,503x	.025	....	(R) (J) (INS) (78)	R. D. Pennycook	Orvin Gaston				
	News (e)	.018	....	(R) (J) (none)	Henry F. Stahl	George Roe				
VENICE	Vanguard									
15,000	(e) 2,806	.03	....	(R) (AP) (none)	F. W. & W. S. Kellogg	J. B. Daniell				
VENTURA	County Star									
15,000	(e) 3,680	.035	.03	(I) (UP) (39-78)	Ventura County Star, Inc.	Roy Pinkerton	Jack Ellwanger	Jacques D'Armand J. W. Cason (cm)	Martin Jensen	H. E. Robinson, Jr.
	Free Press (e) 3,609	.04	....	(I-R) (AP) (†) (J) (none)	Free Press Co.	Oscar T. Conklin	Martin Brackbill	Oscar T. Conklin J. F. Fulkerson, Jr. (cm)	Roy Bradt M. R. Conklin (cl)	
VISALIA	Delta									
8,000	(m) 1,893	.025	.025	(R) (AP) (J) (39-78)	Charles A. Whitmore	Floyd Byrnes	Howard Becker C. Relander (sp)	Floyd Byrnes A. J. Jones (cm)	Floyd Byrnes A. J. Jones (n)	Hans O. Paulsen
	Sunday edition (S) 1,816	.025	.025							
	Times (e) 1,719	.025	.025	(D) (UP) (J (126)	M. M. Maddox	A. A. Smith		F. P. Ward (cm)	P. Palmer M. M. Maddox (n)	J. H. Ward H. E. Simerly (j)
WATSONVILLE	Pajaronian									
7,000	(e) 1,950	.03	.03	(R) (UP) (J) (126)	Piratsky & Radcliff	James G. Piratsky	C. P. Elvin	James G. Piratsky Lorraine Scott (cm)	E. W. Smutz Mrs. C. H. Cleaver (cl)	Ben Guttieres George A. Smith (j)
	Register (m) 2,301	.03	.025	(I-R) (AP) (J) (78)	F. W. Atkinson	F. W. Atkinson	R. A. Wilson C. R. Fye (sp)	F. W. Atkinson Adolph Zweigart (cm)	Don Forster	F. W. Fikes C. N. Bailey (j)
	Sunday edition (S) 2,301	.03	.025							
WILLOWS	Journal									
4,000	(e) 996	.018	....	(I-D) (UP) (J) (none)	E. M. Schorn	E. M. Schorn	A. T. Steele	C. O. McDonnell	C. O. McDonnell	R. W. Crawford
WHITTIER	News									
17,000	(e) 3,336	.03	....	(I) (UP) (mer) (†) (J) (none)	H. C. Holdsworth	R. E. Kennedy	D. G. Holt Gerald Kepple (sp)	H. C. Holdsworth Harry W. Boyce (cm)	William Cathriner Grant Garman (n)	S. M. Jackson
WILMINGTON	Journal									
13,000	(e) 2,430	.03	.03	(I) (UP) (J) (none)	R. F. Bowers	Lloyd Peet R. F. Bowers			Lloyd Peet	
WOODLAND	Democrat									
6,500	(e) 2,315	.036	.018	(D) (UP) (J) (60)	Ed. E. Leake Pub. Co., Inc.	Paul R. Leake E. I. Leake	G. L. Meier V. Bernstein (sp)	Paul R. Leake N. M. Lamb (bm) E. I. Leake (cm)	Paul R. Leake	M. H. Orser J. Q. Heyder (j)
	Mail of Woodland (m) 976	.036	....	(R) (AP) (J) (none)	Eugene C. Stowe	Eugene C. Stowe				
	Sunday edition (S) 981	.036	....							

COLORADO

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 17	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BOULDER	Camera									
12,500	(e) 2,460	.018	.014	(D) (AP) (J) (none)	Boulder Pub. Co.	L. C. Paddock	A. A. Paddock W. X. Rawles (sp)	L. C. Paddock A. A. Paddock (cm)	Hiram Fullen	A. W. Howard
	News-Herald (e) 2,450	.021	....	(R) (J) (none)	Union Pub. Co.	A. A. Parkhurst				
CANON CITY	American									
8,500	(e) 1,565	.02	.02	(I) (AP) (J) (none)	Fremont County American Pub. Co.	Jean Jacques	Goldie Moray Van C. Haggert (sp)	Van C. Haggert (bm) Willis A. Watson (cm)	W. B. Howell	W. B. Howell
	Record (e) 1,985	.02	.02	(R) (UP) (J) (none)	Guy W. Hardy	W. W. Emmerson J. Leo Sterling	Lucile Norton	J. Leo Sterling J. H. Putney (cm)	Max Hardy Dwight Johnson (cl)	W. A. Johnson
COLORADO SP'GS	Gazette									
35,750	(m) 5,561	....	....							
	Telegraph (e) 7,443	....	....	(AP,UP,US) (94)	Gazette & Telegraph Co.	C. C. Hamlin T. E. Nowels T. W. Ross (News-dir.) F. R. Wadell	G. B. Sampson (m) J. F. Lawson (e)	T. E. Nowels R. E. Mohler (cm)	H. H. Garnett	F. R. Foster
	Combined daily (me) 13,004	.08	.07							
	Sunday edition (S) 11,957	.08	....							
CRIPPLE SPRINGS	Times-Record									
2,325	(m)	.018	....	(169-4)	Times Co.	W. A. Kyner				
	Sunday edition (S)	.018	....							

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

COLORADO—(Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 17	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
DENVER 328,000	Post (m) 18,147	.15	.10	(I) (AP,INS,UP,CP,CT) (*Sat) (†) (E) (109-51)	F. G. Bonfils	F. G. Bonfils W. C. Shanklin (me-m) W. C. Shepherd (me-e)	John B. Day (e) D. F. Stackelbeck (m) Otto Floto (sp) Phil Hewitt (Su)	F. W. Bonfils (bm) S. Feldsman (cm-city) G. Goodsen (cm-ctry) J. R. Winter (pub-dir)	F. I. Carruthers (loc) E. F. Wilkerson (n). Sam D. Stiles (cl)	O. M. Ethell
	Post (e) 153,862	.30	.23							
	Combined daily (me) 172,009	.36	....							
	Sunday edition (S) 257,995	.40	.28							
	Morning & Sunday (ms)	.46	....							
	Rocky Mt. News (m) 41,016	.16	.11	(I) (UP) (*Su) (†) (E) (3)	Scripps-Howard Newspapers	E. T. Leech George S. Holmes (me-m) E. C. Day (me-e)	John Lewis (m) Frank Farley (e) Volney Walsh (sp-m) Curley Grieve (sp-e) Lowell L. Leake (Su)	J. L. Cauthorn (bm) F. A. Anderson (cm)	W. C. Bussing M. F. Riblett (n) H. E. Walker (cl)	F. N. Kuhlman
	Evening News (e) 53,106	.15	.11							
	Combined daily (me) 94,122	.23	....							
	Sunday edition (S) 94,057	.23	.17							
DURANGO 6,000	Democrat (m) 2,103	.018	.025	(D) (AP) (†) (J) (39-78)	Democrat Ptg. Co.	Geo. W. Lane	T. J. Stevens	Geo. W. Lane F. A. Lane (cm)	Geo. W. Lane	J. C. Young
	Sunday edition (S) 2,103	.018	....							
	Herald (e) 1,983	.018	....	(R) (UP) (INS) (J) (169-180)	Herald Pub. Co.	Irena S. Ingham				
FLORENCE 4,000	Citizen (e) 822	.014	....	(I) (UP) (J) (none)	Smith & Meek	Lynn Smith				
	News (e) 1,250	.022	.022	(I) (AP) (J) (none)	Harry C. Duntsch James Milota	James Milota		Harry C. Duntsch		
FORT COLLINS 4,361	Express-Courier (e) 4,361	.035	.035	(R) (AP) (J) (119)	Express-Courier Pub. Co.	George McCormick		James G. & George C. McCormick	James G. McCormick	J. G. McCormick (j)
	Sunday edition (S) 4,361	.035	....							
FORT MORGAN 4,750	Times (e) 1,460	....	....	(R) (AP) (J) (4)	R. B. Spencer		Ralph Johnston	R. B. Spencer	P. C. Trumbo	
GRAND JUNCTION 12,000	Sentinel (e) 4,604	.03	.029	(D) (AP) (J) (91)	Walter Walker	Walter Walker	F. H. Reeds	Walter Walker W. A. Williamson (bm) J. H. Dodson (cm)	W. A. Williamson	W. A. Williamson
	Sunday edition (S) 4,619	.03	....							
GREELEY 14,000	Tribune-Republican (m) 2,153	....	....	(I-D) (AP) (J) (none)	Charles Hansen	F. E. Merrill Chas. Hansen	F. E. Merrill Chas. Mulford (sp)	Chas. Hansen F. C. Petersen (bm). Mrs. E. E. Lewis (cm)	F. P. Matthews Mildred Shields (cl).	I. L. Page
	Tribune-Republican (e) 3,157	....	....							
	Combined daily (me) 5,310	.035	.035							
LA JUNTA 7,350	Democrat (e) 1,200	.021	.018	(D) (AP) (J) (none)	Democrat Pub. Co.	James B. Pearce	Jas. A. Sevitz	James B. Pearce	Fred C. Betry	Irving B. Johnson
LAMAR 5,000	News (e) 2,145	.029	.025	(I) (UP) (†) (J) (none)	Fred M. Betz	Fred M. Betz	Fred M. Betz R. W. Dryden (sp)	Fred M. Betz E. O. Russell (cm)	R. W. Dryden E. O. Russell (n) R. W. Dryden (cl)	M. C. Stevens Helen Howell (j) Geo. Daniels (j)
LEADVILLE 6,000	Herald Democrat (m) 3,211	.04	.05	(R) (AP) (J) (9)	Leadville Ptg. & Pub. Co.	Henry C. Butler	Cecil Osborne			
	Sunday edition (S) 3,211	.04	....							
LONGMONT 7,000	Call (e) 1,600	.021	....	(R) (J) (none)	Geo. W. Johnson	Jean Johnson Loren H. Johnson	Jean Johnson	Geo. W. Johnson L. H. Johnson (bm). Ralph Hogan (cm)	Miss G. Fisher Jean Johnson (n) Miss G. Fisher (cl)	Loren H. Johnson
	Times (e) 1,585	.021	....	(I-D) (UP) (J) (none)	Ray Lanyon					Otis Moore
LOVELAND 5,785	Reporter-Herald (e) 1,938	.021	....	(I) (AP) (J) (none)	Ball & Etter	R. J. Ball	F. G. Eberhart	R. L. Etter R. J. Ball (bm)	R. L. Etter	W. J. Hobbs Geo. Daniels (j)
PUEBLO 65,000	Chieftain (m) 8,593	.04	....	(R) (AP,UP) (129)	Geo. H. Sweeney	Howard M. Miller G. G. Withers	Ed Kelly Geo. Newton (sp)	G. G. Withers Cecil Nipps (cm)	John Pearson Jas. L. Lovern (cl)	Clyde Frasee
	Sunday edition (S) 10,505	.05	....							
	Star-Journal (e) 10,661	.05	.05	(I) (AP,UP,INS) (mer) (†) (119)	Frank S. Hoag	J. R. Shea Chester Letz	Aubrey Kelf Edw. Orazum	Frank S. Hoag John Kelly (bm) D. F. Steele (cm)	Morris Townsend Fred Jones (cl)	Lee Bowman
	Sunday edition (S) 11,824	.05	....							
STERLING 7,500	Advocate (e) 4,461	.04	....	(R) (UP,INS) (†) (J) (94)	Advocate Pub. Co.	A. M. Biggerstaff				
TELLURIDE 2,000	Journal (e)	.018	....	(D) (J) (d) (none)	George R. Painter	Geo. R. Painter				
TRINIDAD 12,000	Chronicle-News (e) 2,500	.02	.02	(R) (AP) (J) (169)	R. E. McClung	F. R. Winsor	F. R. Winsor John O'Connor (sp). F. R. Winsor (Su).	R. E. McClung C. V. Eales (cm)	J. G. Wheeler Mrs. M. B. Redding (cl)	H. A. Morgan
	Sunday edition (S) 2,500									

CONNECTICUT

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 17	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ANSONIA 50,000	Sentinel (e) 7,083	.04	....	(I) (AP) (J) (94)	Emerson Bros.	J. R. Emerson H. F. Emerson	J. R. Emerson	H. F. Emerson		H. M. McCready
BRIDGEPORT 175,000	Herald (S) 42,153	.10	.06	(I) (INS) (52)	Estate of F. R. Swift	Richard Howell Andrew McParker	John Murphy Frederic Phelan (sp)	Richard Howell Wm. G. Davis (bm) Edward Rielly (cm).	Steven L. Oswald	A. W. Cleland
	Telegram (m) 14,726	....	....	(I) (AP,INS,US) (mer) (†) (J) (72)	Post Publishing Co.	George C. Waldo		Edward Flicker Clyde T. Oppel (cm) Geo. C. Gardner (cm)	Harold Pitt R. F. Kiehl (n) Earl Osterhoudt (cl)	George Bonnell
	Post (e) 30,013	....	....							
	Combined daily (me) 44,739	.15	.128							
	Sunday Post (S) 22,549	.10	.085							
	Times-Star (e) 16,976	.07	.055	(I-R) (AP) (†) (12)	Times-Star Co.	J. L. McGovern (me).	John Hurley John O'Brien (sp)	H. D. Bradley Samuel Greer (cm)	W. J. Montague F. Buckley (n) Fred Hilsinger (cl).	
BRISTOL 20,320	Press (e) 4,699	.025	....	(I-R) (AP) (J) (79)	Press Publishing Co.	Wallace H. Miller Arthur S. Barnes	Thomas A. Tracy	Arthur S. Barnes Fred. K. Swalm (cm)	Arthur S. Barnes	Arthur S. Barnes
DANBURY 25,000	News (e) 7,637	.026	.026	(I) (AP)	News Publishing Co.	Frederick B. Dalton		Frederick B. Dalton		
	Times (e) 5,504	.025	....	(I (UP) (79)	George B. Clark	Lynn W. Wilson (me).	Curtis Wilson Cecil Bridge (sp)	George B. Clark Frank S. Stevens (cm).	Charles F. Stevens	William J. Stevens
HARTFORD 175,336	Courant (m) 37,029x	.09	....	(R) (AP) (*Sun) (mer) (†)	H. H. Conland	Maurice S. Sherman George B. Armstead	John Reitmeyer A. W. Keane (sp) J. Deshin (Su)	H. H. Conland P. F. Vieta (cm)	J. W. Thurston H. E. Palmer (cl)	
	(S) 58,713x	.13	....							
	Times (e) 56,077x	.15	.10	(D) (AP,UP,CP,NANA) (97)	Burr Printing Co.	C. L. Sherman Chas. C. Heminway	A. I. Prince Arthur McGinley	C. P. Chamberlin (bm) E. C. Willson (bm). N. Johnson (cm)	James L. Linton	
MANCHESTER 32,000	Herald (e) 4,546	.03	.03	(R) (INS) (79)	Herald Printing Co., Inc.	Thomas Ferguson	Ronald H. Ferguson	Thomas Ferguson R. H. Ferguson (cm)	E. H. Crosby A. L. Zigiatski (cl)	Fred H. Bartenstein

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

CONNECTICUT (Cont'd)

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 17	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MERIDEN 38,907	Journal (e)	7,584	.035	.035	(I) (AP) (121)	F. E. Sands	F. E. Sands Walter Allen	James H. Moran Phillip Doherty (sp)	C. H. Tryon (bm) T. J. Moroney (cm)	S. H. Wendover C. H. Tryon (n) C. L. Roth (cl)	E. W. Wollen
	Record (m)	8,363	.035	.035	(I-R) (AP) (72)	E. E. Smith	T. H. Warnock	Hugh Lee H. Koshinski (sp)	Wayne C. Smith (bm) A. E. Owens (cm)	Wayne C. Smith H. Wales Lee (cl)	Chris. Glassnap
MIDDLETOWN 25,000	Press (e)	8,494x	.03	....	(I) (INS) (121)	Press Publishing Co		Fred N. Smith	Elmer S. Hubbell (bm)		Burr S. Stevens
NAUGATUCK 16,932	News (e)	4,481	.05	.03	(I) (INS) (J) (79)	News Co., Inc	Edward J. Abern	Charles J. Baxter John J. Daly (sp)	Edward J. Abern Ralph Perkins (cm)	Joseph F. Smith Minnie T. Abearn (cl)	John S. Barry
NEW BRITAIN 70,000	Herald (e)	13,577x	.06	.045	(I) (AP,UP) (131-5)	Herald Pub. Co.	Johnstone Vance	A. E. McEvoy G. Crean (sp)	T. F. Jackson (bm) E. A. Griswold (cm)	M. J. Smith D. Bolger (cl)	Geo. Lawson
	Record (e)	12,729	.05	.04	(R) (INS,US) (J)	Record Co	H. M. Trimbrell J. L. Doyle	C. M. Smedley Frank Mullins (sp)	J. L. Doyle J. W. Lockett (bm) H. J. Hennessy (cm)	G. J. Lawler J. W. Lockett (n) C. F. Robinson (cl)	Wm. Voight J. A. Kinkade (j)
NEW HAVEN 190,000	Journal-Courier (m)	20,087	.06	.06	(I) (AP) (121)	E. B. Harvey	N. G. Osborn A. J. Sloane	Thomas King Carl Dahlquist (sp)	H. M. Peterson J. L. Connelly (cm)	M. H. Wren John Yeager (cl)	
	Register (e)	50,846	.14	.14	(I) (AP) (121)	John Day Jackson	John Day Jackson Roger A. Connolly	Stanley J. Carroll Daniel Mulvey (sp) R. Loring (cm)	Hugh B. Kennedy Walter B. Mille (cm)	George R. Gould Ralph H. Watts (n) L. B. Robinson (cl)	Walter F. Walsh
	(S)	50,846	.14	.14							
	Times-Union (e)	20,336	.07	.07	(I) (AP,INS) (9)	William A. Hendrick	Charles W. Pickett Avery D. Toohey	Avery D. Toohey Robert C. Wilson (sp)	William A. Hendrick James R. Lyon (bm) J. F. McBirney (cm)	James R. Lyons K. E. Brennan (cl)	Edward P. Skinner
NEW LONDON 30,000	Day (e)	12,887x	.045	.045	(I-R) (AP) (72)	Theodore Bodenwein	Willard Cooper Howard E. Lee	Henry L. Bailey, Jr. John DeGange (sp)	Orvin G. Andrews	Philip B. Grove	
	Globe (e)	....	....	....							
NORWALK 35,000	Hour (e)	6,621	.045	.045	(I) (INS) (52)	Edward J. Thomas	Edward J. Thomas Sidney Bedient	Sidney Bedient (sp)	Edward J. Thomas	C. E. Kellogg E. J. Thomas (n)	
NORWICH 30,385	Bulletin (m)	....	....	....							
	Record (e)	....	....	....	(R) (AP) (J)	Bulletin Co.	H. M. Briggs	Chas. F. Whitney Myles Standish (sp)	W. H. Oats S. P. Coffey (cm)	W. H. Oats	J. P. Sullivan R. Pardy (j)
	Combined daily (me)	....	.07	.07							
SOUTH NORWALK 35,000	Sentinel (e)	5,503	.035	.03	(I) (UP) (†) (121)	Sentinel Publishing Co	Leigh Danenberg Le Roy Downs	Le Roy Downs	W. P. Milligan H. O. Kolmorgen (cm)	E. R. Snell M. Taylor (n) H. W. Andersen (cl)	A. Audino
STAMFORD 45,000	Advocate (e)	11,010	.05	.036	(R) (INS) (J) (121)	Gillespie Bros., Inc	R. T. Gillespie Paul L. Lockwood	Paul Lockwood Carter Dodd (sp)	R. H. Gillespie H. C. McKeon (cm)	E. L. Witham M. B. Noggle (cl)	S. W. Gillespie
TORRINGTON 28,500	Register (e)	5,309	.03	.03	(I-R) (AP) (J) (121)	Torrington Printing Co	George W. Petersen	John H. Thompson Walter Gisselbrecht (sp)	George W. Petersen	James W. Petersen Anna Bilodeau (n)	James W. Petersen John E. Potter
WALLINGTON 15,000	Times (m)	New daily	.02	....	(I) (147)	Henry F. Auger	Henry F. Auger	Francis Condon (sp)	Henry F. Auger		W. Harraby
WATERBURY 105,970	Democrat (e)	10,660	.04	.055	(I-D) (UP,INS) (J) (121)	E. Vincent Maloney	E. Vincent Maloney E. Christy Erk	Martin Scully Clarence Cassin (sp)	John A. Hayden (bm) Peter B. Lynch (cm)	Henry Dowling (n) Lawrence Kenny (cl)	Henry White
	Republican (m)	13,080	....	....	(I-R) (AP,UP) (*Sun) (†) (E) (72)	Wm. J. Pape	E. R. Stevenson G. V. Carruth (me-m) B. G. Getsinger (me-e)	Geo. Clapp (m) R. Fanning (e) James Keefe (sp) Wm. Vosburgh (Sun)	I. B. Myers C. M. Schofield (cm)	Harry DeVorken E. J. Frey (n) James H. Darcey (cl)	G. E. Benjamin B. H. Dupuy
	American (e)	12,263	....	....	(See Republican)						
	Combined daily (me)	25,343	.08	.08							
WILLIMANTIC 14,000	Chronicle (e)	3,250	.02	....	(I) (INS) (J) (121)	Chronicle Pub. Co	Roy W. Downer	John Keeffee Roy W. Downer (sp)	Harry N. Bullard	Harry N. Bullard	John Pickett H. N. Bullard (j)
WINSTED 9,600	Citizen (e)	2,272	.02	.011	(I) (INS) (J) (131-18)	Citizen Printing Co	T. A. Haggerty L. T. Stone		L. T. Stone	L. T. Stone	J. Van A. Duyser T. F. Fitzgerald (j)

DELAWARE

City Population	Name of Newspaper	Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
WILMINGTON 125,049	Every Evening (e)	16,902	.06	.05	(I-D) (†) (AP) (25)	Wm. F. Metten	A. O. H. Grier F. K. Reybold	Harris Samonwisky Joseph McLaughlin	Wm. F. Metten L. B. Rutherford (cm)	J. Blackson Jones (cl)	William F. Hanf
	Journal (e)	23,063	.07	.06	(R) (UP,AP) (†) (164)	News-Journal Co	George Carter Albert W. Cummins Charles E. Gray	Clement B. Hallam B. Greenstein (sp) John A. Maue John M. Brady (sp)	Clarence J. Pyle R. Sturman (cm)	L. M. Wickersham A. D. Davidson (n) B. T. Brown (cl)	R. M. Megginson
	Morning News (m)	9,196	.05	.04	(R) (AP) (†) (164)						
	News-Journal Combination (me)	32,259	.09	....							
	Sunday Star (S)	12,846	.06	.045	(I) (UP) (J) (89)	Joseph H. Martin	Joseph H. Martin	George Whitenack Alexander Abrahams	Horace P. Warrington Ralph Davis (cm)	Horace P. Warrington N. L. Cochran (n) Helen C. Smith (cl)	Harvey E. Booker

DISTRICT OF COLUMBIA

City Population	Name of Newspaper	Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
WASHINGTON 540,000	Herald (m)	54,383	.15	.07			Judson C. Welliver	Francis Dailey	J. T. Cushing (bm)	N. E. Bull	
	(S)	135,560	.28	.085	(US) (†) (E) (27)	Frank Knox	M. W. Flynn	W. Coyle (sp) E. H. Wilkinson (Su)	W. C. Shelton (cm) E. F. Jewell (ad)	C. N. Stevens (n) H. D. Copp (cl)	
	Daily News (e)	57,401	.20	....	(I) (UP) (E) (3)	Scripps-Howard Newspapers	John M. Gleissner Lee Miller	Willis J. Thornton Gene Kessler (sp)	Ralph H. Quinn (b) J. C. Rowett (cm)	J. L. Simmons (cl)	
	Post (m)	72,302	.21	.14	(I) (AP,CT) (*S) (mer) (†) (17)	Edward B. McLean	Edward B. McLean Henry R. Jones	Aubrey Taylor Shirley Povich (sp) Harry Hites (Su)	A. D. Marks (bm) W. D. Miller (cm)	S. S. Grogan E. H. Johnson (cl)	George W. Brandt
	(S)	80,691	.22	....							
	Star (e)	97,295	.23	.16	(AP,CP) (*Su) (mer) (†) (33-112)	Star Newspaper Co	Theodore W. Noyes S. S. Cline	Phillip Kauffmann Denman Thompson (sp)	Fleming Newbold (bm) Galt Burns (cm)	Leroy W. Herron Neville Miller (cl)	Charles Ruth
	(S)	106,862	.23	....							
	Times (e)	75,767	.20	.11	(I) (INS) (†) (E) (8-62-20-145-137-35-45)	Frank Knox	Arthur Brisbane Avery C. Marks, Jr.	D. E. O'Connell Kirk C. Miller (sp)	Guy T. Viskniskki W. C. Shelton (cm) E. F. Jewell (ad)	R. E. Joyce A. R. R. Onyun (n) H. D. Copp (cl)	
	United States Daily (m)	21,736	.25	....	(J)	David Lawrence (Pres.) Jay Jerome Williams (pub)	C. G. Marshall (News)		I. E. Rice	Victor Whitlock	M. Olmen

FLORIDA

City Population	Name of Newspaper	Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BARTOW 6,084	Record (e)	1,839	.029	.029	(D) (AP) (J) (70)	Mrs. J. G. Gallemore Roy T. Gallemore	Roy T. Gallemore Wallace Stevens (asso)		Roy T. Gallemore Jennie Reninger (cm)	R. U. Spearman	B Bassett (j)
BRADENTON 15,000	Herald (e)	3,218	.03	.03	(D) (AP) (J) (22)	W. E. Page	Glenn Ramsey	Lester Finney Brack Cheshire (sp)	A. H. Chapman P. M. Derrick (bm) H. T. Cooper (cm)	P. M. Derrick Polly Hall (cl)	C. A. Brash B. D. Cather (j)
	Sunday edition (S)	4,722	.03	....							
CLEARWATER 10,000	Sun & Herald (e)	2,422	.035	.035	(D) (AP) (169)	Clearwater Pub. Co	J. R. Brumby O. C. Lane	N. F. Lavigne (sp) O. C. Lane (Su)	James R. Brumby J. A. Scarlett (bm) W. Paul Harris (cm)	R. R. Drennan J. A. Scarlett (n)	Roy S. Watts
	Sunday edition (S)	2,422	.035	....							
DAYTONA BEACH 25,000	News-Journal (m)	7,828	.065	.065	(I) (AP,INS) (70)	T. E. Fitzgerald	Eugene C. Pulliam Wm. D. Murray	Wm. D. Murray Franklin N. Lewis (sp)	R. A. Thomas John Watkins (cm)	R. A. Thomas	Arthur Yarbarough
	Sunday edition (S)	7,828	.065	....							
DELAND 12,000	News (e)	3,792	.03	.035	(D) (INS) (†) (J) (70)	News Pub. Co	Clayton C. Codrington	J. Oren Hassell John Davis	Clayton C. Codrington E. Richardson (bm) M. O. Watts (cm)	A. B. Codrington Harry Thompson (cl)	J. M. Connell F. C. Dean (j)

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BRIDGEPORT—INDUSTRIAL CAPITAL OF CONNECTICUT

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

FLORIDA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 17	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
FT. LAUDERDALE 15,915	News (e)	.04	....	(D) (AP) (J) (70)	W. J. Galvin	W. J. Galvin				
	Sunday edition (S)	.04	....							
FORT MYERS 20,000	Press (e) 3,518	.03	.025	(I-D) (AP) (†) (J) (70)	George E. Hosmer	George E. Hosmer	C. D. Geddes	George E. Hosmer	Thos. B. Copeland Wallace Riley (cl)	J. S. Keating F. E. Johnson (j)
	Tropical News (m) 4,715	.04	.034	(I) (AP) (†) (52)	Harrison Fuller	Carl Hanton	C. H. Kline Carl Hanton (Su)	Harrison Fuller J. M. Trolan (bm) J. W. Ansley (cm)	J. A. Ansley J. K. Woolslair (cl)	Arnold Longmire
	Sunday edition (S) 4,715	.04	....							
FORT PIERCE 6,000	News-Tribune (e) 1,850	.035	..	(D) (AP) (J) (5-131)	News Ptg. Co	Gerald F. Beane				
GAINESVILLE 12,500	News (e) 2,118	.025	....	(D) (INS) (J) (5-131)	McCreary, Elmer W.	Elmer W. McCreary	D. P. Wells Chas. Ausley (sp)	Elmer W. McCreary. Mrs. E. W. McCreary (bm) E. Z. Jones II (cm)	E. Z. Jones, II	E. P. Jackson E. W. McCreary (j)
	Sun (m) 3,060	.03	.025	(D) (AP) (†) (J) (MER) (70)	Pepper Ptg. Co	W. M. Pepper, Jr. W. M. Pepper	Dillion Graham W. M. Pepper, Jr.	W. M. Pepper W. P. Arnold L. M. Shannon (cm)	W. P. Arnold L. M. Shannon	Everett Clements G. W. Welch (j)
	Sunday edition (S) 3,060	.035	....							
HAINES CITY 4,500	Herald (e) 1,746	.036	.036	(I) (AP) (J) (70)	M. J. Lee	M. J. Lee	B. H. McKnight	A. Cote (cm)	M. J. Lee	Geo. R. Hardy
JACKSONVILLE 102,471	Journal (e) 29,437	.10	.10	(I-D) (AP) (†) (94)	John H. Perry	J. Temple Graves II. Paul Webb	James Massey Walter Lynch (sp)	Frank P. Beddow Frank Grim (cm)	John Otben Geo. A. Riley (m). Clarence Yeager (cl).	Robert Dow
	Florida Times-Union (m) 49,284	.12	....	(D) (AP) (†) (E) (12-74)	Florida Pub. Co	W. M. Ball		W. A. Elliott (bm). F. L. Hafer (cm)		
	Sunday edition (S) 60,236	.15	....							
KEY WEST 14,260	Citizen (e) 2,871	.03	.025	(D) (AP) (J)	L. I. Artman	T. J. Bryson L. P. Artman	J. W. Cargile	L. P. Artmon T. E. Milmore (bm).	R. H. Marden	C. F. Curry T. R. Payne (j)
LAKELAND 24,735	Star-Telegram (m) *2,277	....	....							
	Ledger (e) 6,829	....	....							
	Combined daily (me) 9,106	.07	....	(I-D) (AP) (26)				Byran Mack (bm) A. D. Potter (cm)		
	Sunday edition (S) 7,829	.07	....							
				*(Period for one month ending September 30, 1927.)						
LAKE WORTH 10,500	Leader (e) 2,195	.04	.043	(D) (INS) (†) (J) (52)	W. M. Stafford W. R. Jackson	George W. Krick W. M. Stafford		R. B. Staats (cm)	P. O. Gorder Myrtle Hockett (cl)	W. R. Jackson G. E. Walton (j)
LEESBURG 4,780	Commercial (m) 2,011	.035	.029	(D) (AP) (J) (124-163)	Leesburg P. & P. Co	Gilbert D. Leach W. B. MacMahon	Dan MacMahon (sp)	A. W. Swaverly Otto Axline (cm)	Wm. N. Space	
	Sunday edition (S) 2,011	....	....							
MIAMI 131,286	Herald (m) 36,582	.11	....	(I-D) (AP,UP,US) (†) (E) (119)	Frank B. Shutts	Frank Stoneman Ellis C. Hollums	John D. Pennekamp John A. Bell (sp)	George V. Harper (bm). J. L. Barksdale (cm)	Charles S. Bates N. N. Songer (n) Chas. A. Sargent (cl)	William Sandlin
	Sunday edition (S) 38,651	.11	....							
	News (e) 32,321	.11	.11	(D) (AP,NYW,CP,INS,UP) (*Su) (†) (E) (100-84)	James M. Cox	Morton M. Milford	Jess O. Irwin Ralph Perry (sp) Hal Leyshon (Su)	Ross A. Reeder V. A. Bridge (cm)	R. H. Dunlap Elsie Gullander (n). W. H. Robinson (cl).	
	Sunday edition (S) 28,505	.11	....							
NEW SMYRNA 8,000	News (e) 1,984	.03	.03	(D) (AP) (†) (J)	News Co., Inc	H. L. Rood	Jean Basford H. L. Rood (sp)	H. L. Rood B. T. Rood (bm) Naomi Hinkley (cm).	H. L. Rood	G. O. Guntharp
OCALA 7,500	Star (e) 1,700	.025	....	(D) (AP) (J) (70)	Star Pub. Co., Inc	Robert N. Dosh	Robert N. Dosh	F. V. Leavengood J. P. Clements (cm).	H. D. Leavengood Mrs. J. H. Good (cl)	Jack Whaley S. T. McDowell (j)
ORLANDO 35,000	Reporter-Star (e) 8,621	.06	....	(I-D (AP,UP,INS,NYW) (E) (25)	Reporter-Star Pub. Co	J. Clement Brossler John F. Schumann	W. W. Taggart Edward McCarthy (sp).	R. Brazile Brossler C. L. Purvis (cm)	Wm. Verigan John Blatt (cl)	L. H. Dosh
	Sunday edition (S) 8,678	.06	....							
	Sentinel (m) 8,392	.06	....	(D) (AP) (†) (70)	W. M. Glenn	W. M. Glenn M. J. Wade (assoc.). Rex Saffer (me)	Charlie Ward (sp)	W. M. Glenn M. H. Smith (bm). Frank Stanford (cm).	Frank Hastings Laurence Wade (n) G. W. Newhart (cl)	C. G. Woods
	Sunday edition (S) 8,863	.06	....							
PALATKA 9,000	News (e) 3,581	.04	.03	(I-D) (INS) (J) (70)	Palatka Pub. Co	H. D. Harkreader	H. D. Harkreader Pete Norton (sp)	R. B. Mahaffey	R. B. Mahaffey Mrs. Bev. Baker (cl)	M. M. Vickers
PALM BEACH 9,523	News (m)	.11	....	(D) (UP) (†) (J) (73a)	Oscar G. Davies	Ruby Edna Pierce	Thomas Penick (sp)	Ruby Edna Pierce	Oscar G. Davies	George Burr
	Sunday edition (S)	.11	....							
PENSACOLA 38,000	Journal (m) 5,483	....	....							
	News (e) 4,121	....	....							
	Combined daily (me) 9,604	.07	.07	(I) (AP,INS) (94)	News-Journal Pub. Co., Inc	Gold V. Sanders	H. S. Wrenn F. Pericola (sp)	W. C. Tunks C. B. McAllister (cm).	W. R. Helle B. Roseneau (cl)	H. Chairsell
	Sunday edition (S) 8,772	.07	....							
ST. AUGUSTINE 16,000	Record (e) 3,619	.04	.04	(D) (AP) (INS) (J) (176-103)	Record Co.	Herbert Felkel Nina S. Hawkins	Peter Stewart	Herbert Felkel Raymond Hill (cm).	J. H. Turner	O. W. Rawlings (j)
	Sunday edition (S) 3,619	.04	....							
ST. PETERSBURG 48,000	Independent (e) 9,335	.065	.052	(I-D) (AP,UP) (39)	Evening Independent, Inc	Lew B. Brown A. R. Dunlap	R. H. Donaldson G. C. Moshier (sp)	L. C. Brown A. M. Wing (bm) O. Richmond (cm)	R. D. Peterson L. C. Brown (n) R. H. Butler (cl)	J. H. Livingston
	Times (m) 10,551	.065	....	(D) (AP) (†) (169)	Times Pub. Co	W. L. Straub J. A. Falconnier	Henry Frampton Seth Whetmore (sp)	C. C. Carr N. Poynter (ass't) W. R. Glesman (cm).	E. W. Camp Eldon Johns (n) J. W. Plaskett (cl)	H. A. Orrell
	Sunday edition (S) 15,559	.065	....							
SANFORD 12,500	Herald (e) 2,289	.03	.03	(I-D) (INS) (70)	Sanford Herald, Inc	R. L. Dean E. E. Jones	W. G. Dean	R. H. Berg W. E. Bell, Jr. (cm)	D. J. Powers A. W. Laing (n) W. E. Bell, Jr. (cl)	C. A. Haines
	Signal & Times (m) 3,068	.03	.03	(US) (†) (52)	T. R. Higgins	R. J. Holly T. R. Higgins		M. G. Lewis J. Nims (cm)	M. G. Lewis	J. C. Langley
SARASOTA 15,000	Herald (m) 1,740	.03	.022	(I) (AP) (†) (9)	George D. Lindsay	George D. Lindsay George H. Punteney.	William A. Ash	George D. Lindsay R. E. Lindsay (bm)	A. W. Malone R. S. Stevenson (cl)	Charles Morgan
	Sunday edition (S) 1,892	.04	....							
	Times (e) 2,610	.03	.03	(D) (AP) (†) (J) (70)	L. D. Reagin	L. D. Reagin J. B. Riley	Flody Bell	R. Paulk (bm) C. R. Norton (cm)	Howard Young M. R. Lafferty (n)	George Rose R. Bass (j)
	Sunday edition (S) 2,610	.03	....							
STUART 5,000	News (e) 1,634	.035	.035	(D) (AP) (J) (131-5)	Clyma Pub. Co	C. B. Clyma	R. M. Bibb	C. B. Clyma E. R. Clyma (bm) C. M. Bean (cm)	L. J. Maloney	J. C. Ellis
TALLAHASSEE 12,000	Democrat (m) 3,200	.03	....	(D) (INS) (J)	Milton A. Smith	Milton A. Smith		J. L. Katchum (cm)	W. A. Perkins	T. J. Eppes (j)
	Florida State News (e) 2,861	.03	....	(D) (AP) (70)	C. W. Hunter	Byron McC. West		A. B. Dennis M. E. Dennis (cm).	W. Lamar Parker	A. B. Dennis
	Sunday edition (S) 2,861	.03	....							

The *Real* Washington (D. C.) Market

Any consideration for business promotion in Washington should justly take into account not only Washington, the city; but the adjacent territory, within a twenty-five mile radius into Maryland and Virginia.

That really constitutes the Washington market—and embraces nearly a MILLION people.

It's not a divided market. No other metropolitan center bears the same intimate relation to it as does the National Capital.

It is a prosperous market made up, as it is, of well-to-do people; with taste for the luxuries, as well as the commodities—and with the means to gratify both.

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For any specific data on Washington, the market, write our statistical Department.

The Evening Star

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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

FLORIDA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 17	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
TAMPA 124,116	Times (e) 27,804	.10	....	(D) (AP,INS) (†) (E) (26)	Tampa Pub. Co.	D. B. McKay H. C. Slichter	B. Z. Angle V. M. Newton, Jr. (sp)	Chas. G. Mullen Earl Mullen (bm) J. L. Brooks (cm)	O. A. Groff E. A. Shellnut (n) William Wolf (cl)	J. Kaster
	Tribune (m) 38,733 Sunday edition (S) 47,908	.10 .14	.07 .09	(D) (AP,US,INS) (J) (E) (9)	S. E. Thomason	E. D. Lambright R. W. Simpson	J. I. Koon M. McCarthy (sp) M. L. Richardson (Su)	J. S. Mims D. R. Davis (cm)	S. L. Frisbie E. J. Seifrit (n) B. B. Jones (cl)	S. H. Ransom Hewitt Hill (j)
W. PALM BEACH. 35,000	Post (m) 9,076 Sunday edition (S) 9,328 Times (e) 6,017 Sunday edition (S) 5,341	.07 .09 .06 .06	.07 .09	(D) (AP,UP) (†) (E) (70)	D. H. Conkling	D. H. Conkling J. A. Keil	J. A. Keil Al McMillan (sp)	W. A. Payne Wm. Stowell (cm)	Nelson B. Jones Jack B. Pelz (n) R. O. Smith (cl)	John W. Ferguson
				(AP,INS)	E. F. Stumpf			J. A. McNeil (cm)		
WINTER HAVEN.. 7,500	Chief (e) 4,011	.026	....	(I) (AP) (J) (70)	Florida Chief Pub. Co.	M. M. Lee T. G. Halliman	R. Haas T. G. Halliman (sp)	C. L. Lee K. Kavanaugh (cm)	G. R. Moon	B. T. Andrew C. L. Lee (j)

GEORGIA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 17	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALBANY 18,000	Herald (e) 6,034	.04	.04	(D) (AP) (25)	Herald Pub. Co.	H. T. McIntosh	W. M. Pryse C. D. Tounsley (sp)	J. A. Davis J. T. Lawrence (cm)	J. A. Davis K. M. Dickson (cl)	W. A. Rachals
AMERICUS 9,010	Times-Recorder (e) 2,468	.025	....	(D) (70)	Lovelace Eve	Lovelace Eve				
ATHENS 20,000	Banner-Herald (e) 3,137	.035	....	(D) (AP,UP) (63)	Earl B. Braswell	H. J. Rowe C. E. Martin	Dan Magill Bryan Lumpkin (sp)	Earl B. Braswell J. O. Jones (cm)	B. A. Juhan E. B. Braswell (n)	R. E. Wilson
ATLANTA 272,000	Constitution (m) 80,778 Sunday edition (S) 123,909	.16 .18	.16 .18	(D) (AP,UP,CT) (*Su) (mer) (E) (164-44-125-15)	Clark Howell, Sr.	Clark Howell, Sr. F. W. Clarke	N. S. Noble Dick Hawkins (sp) F. W. Clarke (Su)	Clarke Howell, Sr. C. Howell, Jr. (bm) J. T. Toler (cm)	Herbert Porter J. R. Holliday (n) Howard Haire (cl)	Peter Hubbard
	Georgian (e) 67,569 Sunday American (S) 128,583	.15 .21	.10	(I-D) (INS,US) (†) (E) (20-35-45)	William C. Edwards	James B. Nevin Lamar Q. Ball	Leonard Roan (news) E. Danforth (sp) J. S. Kirkpatrick (Su)	Joseph G. Camp (bm) G. B. Moffett (cm)	Robert R. Scott Garland B. Porter (n) David Y. Knight (cl)	
	Journal (e) 75,280 Sunday edition (S) 131,188	.16 .18	.15 .15	(D) (AP,UP,CP,CDN) (*Su) (†) (E) (22)	John Sanford Cohen	John Sanford Cohen John Paschall	Hunter Bell Morgan Blake (sp) O. B. Keeler (sp) A. Perkerson (Su)	C. D. Atkinson (bm) J. D. Simmons (cm)	J. D. Jernigan (local) C. D. Atkinson (n) W. M. Cunningham (cl)	J. W. Armistead
AUGUSTA 67,000	Chronicle (m) 12,165 Sunday edition (S) 12,344	.045 .045	.045	(D) (AP) (25)	Thomas J. Hamilton	Thomas J. Hamilton H. H. Mangum	Jno. F. Battle R. L. M. Parks (sp) J. T. Harris (Su)	Thos. J. Hamilton Thos. N. Hardin (bm) L. W. Wells (cm)	L. R. Duval F. L. Gibson, Jr. (cl)	Thos. M. Atkinson
	Herald (e) 14,172 Sunday edition (S) 14,798	.05 .05	.045	(D) (AP) (†) (63)	Bowdre Phinizy	Bowdre Phinizy Millwee Owens	J. H. Samuels (sp) W. A. Lufburrow (Su)	Jas. C. Harrison P. J. McElmurray (cm)	B. B. Boeckman J. C. Harrison (n) H. J. Shearer (cl)	G. A. Huntington
BRUNSWICK 21,000	News (e) ..... Sunday edition (S)	.04 .04	....	(D) (AP) (39)	News Pub. Co.	C. H. Leavey				
COLUMBUS 55,000	Enquirer-Sun (m) 6,236 Sunday edition (S) 5,983	.04 .04	....	(I-D) (AP) (9)	Julian Harris			Julian Harris N. E. Stuardi (cm)		
	Ledger (e) 12,187 Sunday edition (S) 12,406	.06 .06	....	(D) (AP) (E) (22)	R. W. Page Corp.	R. M. Page H. L. Watkins	Kenneth Fine W. W. Ellison (sp) R. M. Page (Su)	J. E. Page F. G. Storey (bm) O. L. Randall (cm)	F. C. Bunting J. E. Page (n) D. S. Murdock (cl)	Wm. Barr, Jr.
CORDELE 8,000	Dispatch (e) 1,680 Sunday edition (S) 1,680	.021 .021	....	(D) (AP) (J) (none)	Dispatch Pub. Co.	Charles E. Brown	Charles E. Brown		Charles E. Brown	Carey Pound Charles E. Brown (j)
DUBLIN 10,840	Courier-Herald (e)	.025	....	(D) (AP) (J) (none)	Courier-Herald Pub. Co.	Frank Lawson				
GRIFFIN 14,978	News (e) 2,719	.025	.02	(I-D) (AP) (39)	Quimby Melton	Quimby Melton W. F. Melton	Emily Boyd	Quimby Melton Roy Emmet (bm) Paul Ellis (cm)	Roy Emmet Henrietta Brewer (cl)	Tom Maher
LA GRANGE 20,000	Reporter (e) 2,233	.025	.0215	(I) (AP) (J) (70)	James R. Rhodes E. L. Howard	H. R. Emory (me)	Sammy Adams (sp)	E. L. Howard		
MACON 60,000	News (e) 15,918 Sunday edition (S) 15,633	.04 .04	.045	(D) (AP,INS) (†) (9)	R. L. McKenney	R. L. McKenney R. L. Clifton	Pat Richards M. K. Wallace (sp)	R. R. Wallis Dan Hill (cm)	Jos. C. Haire W. H. Clifton (cl)	John F. Laney
	Telegraph (m) 26,917 Sunday edition (S) 27,552	.09 .09	.05	(D) (AP) (†) (22)	W. T. Anderson	W. T. Anderson M. F. Ethridge	G. W. Griffen Gordon Allen (sp) M. F. Ethridge (Su)	P. T. Anderson J. T. Webb, Jr. (cm)	Roy I. Neal Curtis De Lamar (cl)	W. F. Crute
MOULTRIE 8,000	Observer (e) 2,165	.02	.02	(D) (AP) (J) (70)	C. B. Allen	C. B. Allen Grady Adams	Grady Adams J. P. Rice (sp)	C. B. Allen Lawtis Norman (cm)	Grady Adams	J. S. Davis
ROME 18,000	News-Tribune (e) 4,423 Sunday edition (S) 4,528	.035 .035	....	(I-D) (AP) (70)	T. E. Edwards			T. E. Edwards E. W. Hine (cm)		
SAVANNAH 83,252	News (m) 22,678 Sunday edition (S) 23,546	.06 .07	....	(D) (AP) (63-103)	H. V. Jenkins			H. V. Jenkins E. D. Hood (cm)		
	Press (e) 17,709	.05	.05	(AP) (†) (26)	Pleasant A. Stovall B. C. Mason	Pleasant A. Stovall Wm. G. Sutlive	John L. Sutlive Basil Abrams (sp)	J. A. Stovall (asst. Pub.) T. S. Whitfield (bm) E. F. Applegate (cm)	T. S. Whitfield	
THOMASVILLE 10,300	Times-Enterprise (e) 2,000	.02	.02	(D) (AP) (J) (none)	Times-Enterprise Co.	E. R. Jerger	R. G. Mays, Jr. (sp)	W. D. Hargrave (bm)		
TIFTON 3,005	Gazette (e) 1,393	.018	....	(D) (AP) (J) (169)	Gazette Pub. Co.	J. G. & R. S. Herring				
VALDOSTA 10,783	Times (e) 3,171	.025	....	(D (AP) (J) (none)	Times Pub. Co.	C. C. Brantley				
WAYCROSS 25,000	Journal-Herald (e) 3,200 Sunday edition (S) 3,200	.03 .03	....	(D (AP) (J) (none)	Journal Herald Co.	Jack Williams H. A. Stallings	Liston Elkins Walter Campbell (sp) Liston Elkins (Su)	Jack Williams J. MacJennings (cm)	L. B. Desson Louise Breen (n) Glenn Paulk (cl)	W. L. Barber C. H. Brightman (j)

TERRITORY OF HAWAII

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 17	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
HILO 12,200	Tribune-Herald (e) 1,965 Sunday edition (S) 1,965	.03 .03	.03	(R) (AP) (J) (1-126)	Tribune-Herald, Ltd.	E. M. Welty (act.-ed.)	Kenneth Crist Norris James (sp) E. M. Welty (Su)	Frank J. Cody S. Nakmura (cm)	Woods Peters	Frank Soares
HONOLULU 106,600	Advertiser (m) 11,436 Sunday edition (S) 15,959	.07 .08	.05 .064	(R) (UP) (†) (J) (E) (94)	Advertiser Pub. Co., Ltd.	Raymond S. Coll (ms)	William Peet (sp)	Charles S. Crane P. O'Sullivan (cm)	Fred J. Green Robt. S. Thurston (n) Robert Seal (cl)	John R. Bisho G. L. Samson (j)
	Star-Bulletin (e) 17,149	.075	.065	(I-R) (AP) (†) (J) (E) (1-126)	Star-Bulletin, Ltd.	Riley H. Allen Joseph R. Farrington	Vern Hinckley Don Watson (sp)	Harry S. Wayward Wm. B. Taylor (cm)	A. M. Barrman Fay King Watts (n) M. A. Riggs (cl)	Benj Stearns W. A. Ham (j)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

IDAHO

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BOISE 25,000	Capital News (e) 9,610 Sunday edition (S) 9,610 Idaho Statesman (m) 14,725 Sunday edition (S) 15,345	.05 .05 .06 .06	....	(R) (NP) (J) (72) (R) (AP,US) (J) (E) (129-15)	Capital News Pub. Co Calvin Cobb	H. A. Lawson M. M. Thompson Calvin Cobb	R. E. Dickinson	H. A. Lawson (bm) J. C. Adams R. S. Adams (cm)	J. G. Dunham A. S. Parker (el)	W. J. A. McVety Ray Cunningham (j)
COEUR D'ALENE 12,000	Press (e) 2,064	.06	.06	(AP) (J)	G. R. Scott	G. R. Scott	John Knox Coe	D. G. Scott (asst-mgr) G. R. Scott (gm) F. Nelson (cm)	Fred Nelson	
IDAHO FALLS 10,000	Post (e) 5,375 Sunday edition (S) 5,375	.04 .04	.03	(I-R) (AP) (J) (148-78)	Post Co	E. F. McDermott	Brice Worley E. F. McDermott (Su)	F. K. Finlayson Frank Stone (cm)	W. G. Powers F. K. Finlayson (n) Dale Vohs (el)	H. Perry Morits J. L. Fink (j)
KELLOGG 3,017	News (e) new daily	.029	....							
LEWISTON 12,500	Tribune (m) 4,925 Sunday edition (S) 5,100	.03 .03	....	(I) (AP) (J)	Tribune Pub. Co	Ray E. White E. L. Alford	R. F. Savage Lester Robinson (sp)	E. L. Alford T. J. Campbell (bm) H. W. Hamblin (cm)	O. E. Crumpacker George Mitchell (el)	E. R. Flickinger
MOSCOW 5,234	Star-Mirror (e) 1,625	.05	.05	(I) (AP) (J)	Moscow Pub. Co	Louis A. Boss		Geo. N. Lamphere		
NAMPA 10,000	Free Press (m) 4,580 Sunday edition (S) 4,580	.03 .03	....	(I) (UP) (J) (9)	Co-Op. Pub. Co	M. D. Polk (me)	Mrs. L. Potter T. J. Lafonde (sp)	M. D. Polk Donald Young (cm)	M. D. Polk Blanche Danes (el)	W. H. Barnett A. F. Schwartz (j)
POCATELLO 20,000	Idaho State Journal (m) 4,739 Tribune (e) 5,672 Sunday edition (S) 6,520	.04 .04 .04	.... .03 .03	(D) (AP) (9) (E) (AP) (J) (148-78). 78)	L. H. Masters Tribune Co., Ltd	L. H. Masters C. G. Sumner G. Nicholas	E. T. Spencer E. F. Stitos	Wm. Wallin E. R. Cornwell (bm) E. E. Huffman (cm)	E. G. Fulton G. O. Roberts B. Stoker (el)	Chas. Lamberaux T. C. Brantley (j)
TWIN FALLS 8,324	News (m) 3,851 Sunday edition (S) 3,879 Times (e) 3,754	.04 .04 .03	.04 .... .03	(I-R) (AP) (J) (148) (R) (UP) (†) (J) (169)	Roy A. Read Times Pub. Co., Inc C. R. Collins (Pres.)	Roy A. Read John C. Harvey L. E. Spainhower	John C. Harvey Lawrence E. Pike W. Feldhaber (sp)	Roy A. Read M. E. Tucker (cm) C. R. Collins E. A. Oliver (cm)	O. L. Hicks Frank Kleffner S. J. Burgdorf J. Dingelacker (el)	L. R. Stiles E. F. Asbury (j) George O. Carlson
WALLACE 4,000	Press-Times (m) 2,100 Sunday edition (S) 2,100	.03 .03	....	(I-D) (AP) (J) (52)	Press-Times Pub. Co	E. L. Shutz	Wes. Lieb E. L. Shutz (Su)	W. B. Heitfeld Frank Shreve (bm) F. Marvick (cm)	D. C. Haily	Ed. McKinley Frank Shreve (j)

ILLINOIS

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALTON 31,220	Telegraph (e) 10,962	.05	....	(I-R) (AP) (1)	Telegraph Ptg. Co	Paul B. Cousley	J. J. Dromgoole Wilford Queen (sp)	John D. McAdams (bm) Paul Vine (cm)	John D. McAdams Edna Bauer (el)	W. H. Murphy
AURORA 45,000	Beacon-News (e) 19,667 Sunday edition (S) 19,872	.09 .09	.064 .064	(I-R) (AP,INS) (1)	A. M. Snook	A. M. Snook F. C. Flanders	John Corkery Elmer Hansen (sp) H. L. Clarke (Su)	A. M. Snook G. N. Bieterich (bm) C. D. Chaffe (cm)	Charles W. Hoefer J. K. Groom (n) F. L. Lee (el)	G. N. Disterich
BEARDSTOWN 7,111	Illinoian-Star (e) 2,519	.021	....	(I) (J) (UP) (none)	Schaeffer Pub. Co	L. G. Schaeffer				
BELLEVILLE 28,000	Advocate (e) 6,942	.03	.025	(R) (J) (AP) (92)	Advocate Ptg. Co	F. E. Evans	W. D. Schmitt Irvin Baechle (sp)	F. E. Evans W. W. Evans (bm) Henry Wagoner (cm)	W. W. Evans C. J. Keller (el)	Charles Lenz
	News-Democrat (e) 7,337	.025	.025	(I-D) (INS) (J) (none)	Fred J. Kern	Fred J. Kern	Aloys R. Schmidt Joseph Adam (sp)	Fred J. Kern H. B. Schmidt (bm)	Elsie A. Schroeli H. B. Schrodi (el)	Robert L. Kern
BELVIDERE 8,000	Republican (e) 3,345	.018	....	(R) (J) (†) (INS) (none)	Frank T. Moran & Co	Frank T. Moran A. F. Conklin	F. E. Loomis L. T. McClenaghan (sp)	Joe E. Tabor (bm) E. J. Bahr (cm)	Guerdon Laing E. J. Bahr (el)	Herman Klein E. J. Bahr (j)
BENTON 11,000	News (e) 4,356	.03	.02	(R) (INS) (J) (92)	Evening News Co	M. C. Page		M. C. Page		Dan H. Ross
BLOOMINGTON 35,000	Pantagraph (e)	.09	....	(I-R) (AP,UP,CP) (mer) (†) (63-173)	Daily Pantagraph	J. L. Hasbrouck Davis Merwin	Hubbard F. Keavy Fred M. Young (sp)	Davis Merwin C. C. Marquis (bm) Joe Bunting (cm)	J. M. McMurry H. L. Richards (el)	W. R. Holt

Note.—Daily Pantagraph and Evening and Sunday Bulletin were consolidated October 3, 1927, as Daily Pantagraph, issued evenings five days a week and morning on Saturday and Sunday. Circulation, as stated to A. B. C. for six months ending September 30, 1927, were: Daily Pantagraph, 19,611; Daily Bulletin, 7,316. Sunday Pantagraph, established October 9, 1927, averaged net paid circulation October 9 to January 1, of 14,600 copies. Pre-date morning edition is also published five days a week.

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CAIRO 17,000	Bulletin (m) 4,876 Sunday edition (S) 4,876 Citizen (e) 4,907x	.024 .024 .03	.... .025	(R) (AP) (none) (R) (AP) (92)	Bulletin Co Citizen Co	H. F. Ulsh John C. Fisher W. W. Bloss	George B. Curry	John C. Fisher Selden Fisher (cm)	Henry L. Arbogast Selden Fisher (n) B. V. Brown (el)	H. M. Hill
CANTON 12,000	Ledger (e) 5,967	.04	.04	(R) (AP) (J) (2)	Ledger Co	A. C. Baker	A. C. Baker	U. G. Orendorff C. E. Warwick (bm) Dora Zink (cm)	C. E. Warwick	L. L. Conrad
CARBONDALE 6,267	Free Press (e) 1,725	.02	....	(R) (AP) (J) (131-5)	Davis & McGuire	James F. McGuire		Robert W. Davis		
CARLINVILLE 5,212	Enquirer (e) 706	.014	.014	(D) (EP) (J) (none)	C. J. Lumpkin	C. J. Lumpkin		C. J. Lumpkin		F. W. Burgdorff
CENTRALIA 15,000	Sentinel (e) 6,371	.035	.023	(I-R) (AP,INS) (J) (none)	Verne E. Joy	Verne E. Joy J. A. Morrison	J. A. Morrison	Verne E. Joy Harry B. Mapes (bm) Clyde R. Harvey (cm)	Harry B. Mapes Verne E. Joy (n)	Otto B. Carroll Robert Fantan (j)
CHAMPAIGN 34,023	News-Gazette (e) 13,894x Sunday edition (S) 13,792x	.08 .08	.072 .072	(I) (AP,INS,UP) (1)	D. W. Stevick	D. W. Stevick M. W. Hout	Charles E. Harner Edwin N. Jacquin (sp)	D. W. Stevick E. C. Bleau (bm) John E. Wingle (cm)	E. C. Bleau F. R. Mills (el)	J. A. Bartley
CHARLESTON 7,500	Courier (e) 2,906	.029	.025	(D) (INS) (J) (none)	Benjamin Weir		Arthur Lynch			Lest Lankford
	News (e)	.018	....	(I-D) (UP) (none)	C. S. Hardin	C. S. Hardin				
CHICAGO 2,970,185	American (e) 552,376	.75	.52	(I) (INS) (†) (J) (E) (20)	Herman Black	William Curley James Bicket	Harry Reed Eddie Geiger (sp)	Hildebrandt William Holmes (bm) Walter Parker (cm)	William McNamee Harry Koehler (n) Oscar Schenk (el)	Dan Sullivan
	Herald and Examiner (m) 435,074 Sunday edition (S) 1,087,384	.55 1.10	.37 .55	(I) (US,AP) (mer) (†) (E) (47-118-86)	M. C. Meigs	T. V. Ranck Charles Stanton	R. C. Cornell Warren Brown (sp) L. R. Murdock (Su)	C. F. Gladfelter (bm) John M. Schmid (cm)	Hayz McFarland C. L. Perkins (el)	M. Hesse
	Journal (e) 125,007	.34	.24	(D) (AP) (E) (164)	W. Frank Dunn	R. J. Finnegan and O. L. Hall R. J. Finnegan (me)	Fred Logan Joe Foley (sp)	H. C. Deuter (bm) William Tracy (cm)	W. Frank Dunn	
	Journal of Commerce (m) 20,773	.23	....	(I) (76a)	Journal of Commerce Pub. Co	Glenn Griswold	C. E. Richard	K. L. Ames, Jr. E. E. Suffern (bm) H. E. Sibley (cm)	Frederick West	
	News (e) 435,749	.70	.55	(I) (AP) (*Sat) (†) (E) (186-187-104)	Walter A. Strong	Charles H. Dennis Henry Justin Smith	John Craig David Rotroff (sp)	James N. Shryock (bm) John N. Eisenlord (cm)	Leslie M. Barton H. G. Schuster (n) Chas. A. Winters (el)	

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

ILLINOIS (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CHICAGO (Con'td)	Post									
	(e) 39,381	.12	.12	(I-E) (AP) (E) (97)	John C. Shaffer	John C. Shaffer Charles A. Segner	Walter A. Washburne Howard Mann (sp)	Carroll Shaffer F. R. Hussey (bm) H. M. Van Dusen (cm)	Frank R. Hussey Fred Nutt (cl)	George C. Flint
	Tribune									
	(m) 778,768	1.10	.72	(I-R) (AP,UP,(T) (*S)	Tribune Company	Col. R. R. McCormick E. S. Beck	Robert M. Lee Don Maxwell (sp) John Alcock (Su)	E. M. Antrim, Asst. to Pres. Louis H. Rose (cm)	W. E. Macfarlane D. F. McMahon (n) A. R. Koehler (cl)	J. W. Park
	Sunday edition									
	(S) 1,125,721	1.40	1.05	(mer) (†) (J) (E) (31-15)						
CLINTON 5,898	Journal and Public									
	(m) 2,217	.032	....	(I) (J) (INS) (UP) (39-96)	B. F. Peltz	R. C. Peltz				
	Sunday edition									
	(S) 2,218	.032	....							
DANVILLE 40,000	Commercial-News									
	(e) 27,442	.085	.06	(I) (AP) (149-144)	Commercial-News Co.	John H. Harrison H. C. Gibson	J. F. McKenna Robert Poisall (sp)	W. J. Parrett E. C. Hewes (cm)	A. E. Price W. J. Parrett (n) L. C. Schultz (cl)	John A. Cope
	Sunday edition									
	(S) 27,337	.085	.06							

Note.—Commercial-News and Press were consolidated October 1, 1927, and circulation figures are averaged for month of October.

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
DECATUR 52,500	Herald									
	(m) 24,161	....	....	(I-R) (AP,UP) (†) (63)	Herald Co.	W. F. Hardy	P. D. Aird Robert Sink (sp)	F. M. Lindsay P. H. Wire (bm) R. C. Parrish (cm)	H. F. Wilson R. S. White (n) A. Gehrette (cl)	R. A. Stewart
	(e) 2,591	....	....							
	Combined Daily									
	(me) 26,752	.07	.055							
	Sunday edition									
	(S) 26,378	.07	.055							
	Review									
	(e) 25,777	.07	....	(I-D) (AP) (†) (E) (44)	Review Pub. Co.	H. C. Schaub O. R. Kyle	Robert A. Barracks H. V. Millard (sp)	H. C. Schaub F. W. Schaub (bm) J. G. Whittle (cm)	B. C. Whitsitt Dean Turley (n) J. B. Birks (cl)	H. W. Peyer
	Sunday edition									
	(S) 24,370	.07	....							
DE KALB 10,000	Chronicle									
	(e) 3,438	.025	.025	(R) (UP) (†) (none)	Chronicle Pub. Co.	F. W. Greenaway	Emil A. Anderson Edw. Raymond (sp)	E. J. Raymond (bm)	Glen Dellinger	Harvey Robinson
DIXON 10,000	Telegraph									
	(e) 5,326	.04	....	(I) (AP) (J) (2)	George B. Shaw	George B. Shaw	E. E. Holdridge	Mrs. E. E. Shaw Robert Fulton (cm)	William Fulton	Frederick Ball Robert Shaw (j)
DUQUOIN 7,285	Call									
	(e)	.02	....	(I) (INS) (d) (none)	A. W. Essick	A. W. Essick				
EAST ST. LOUIS 75,000	Journal									
	(e) 12,976	.05	.03	(I) (J) (UP, INS, US) (52)	Daily Journal Co.	A. T. Spivey W. R. Loomis	W. R. Loomis E. E. Brady (sp)	A. L. Bowling W. H. Loomis (bm) Allan Harris (cm)	W. F. Browne R. I. Peele (n) S. W. Greaves (cl)	
	Sunday edition									
	(S) 12,000	.05	.03							
EDWARDSVILLE 8,500	Intelligencer									
	(e) 5,629	.035	.035	(R) (UP) (J) (155)	Gilbert S. Giese	S. G. Mendenhall	H. C. Crocker	J. L. Vola (cm)	Harry F. Palmer	James Broderick
EFFINGHAM 4,024	Record									
	(e) 3,675	.032	....	(none)	George M. LeCrone	George M. LeCrone				
ELDORADO 7,000	Journal									
	(e) 1,626	.02	.02	(R) (INS) (none)	L. O. Trigg	L. O. Trigg	Miss Grace Karnes W. H. Searles (sp)	L. O. Trigg (bm)		Charles R. Wills
ELGIN 34,000	Courier-News									
	(e) 16,442	.06	.047	(R) (AP,UP) (†) (1-77)	D. A. McKenzie	D. A. McKenzie John E. Thompson	Paul E. Jacoby James M. Ryan (sp)	D. A. McKenzie Howard Jones (cm)	R. E. Fedou	Herbert Clark
EVANSTON 65,000	News-Index									
	(e) 7,541	.05	.036	(I) (INS) (*W) (J) (12)	Bowman Pub. Co.	Joseph C. Northrup	Donald Burchard Stuart Grant (sp)	H. Ellis Sibley Joseph Murray (cm)	Norman Johnson Geo. H. Cummings (cl)	G. W. Alexander Leslie D. Leavitt (j)
FREEPORT 22,000	Journal-Standard									
	(e) 9,905	.05	.03	(I) (AP,UP) (J) (2)	James R. Crowley	James R. Cowley	Thomas F. Lawless M. D. Grant (sp)	James R. Crowley Donald L. Breed (bm) A. E. Wheeland (cm)	Karl Hepler Donald L. Breed (n)	William H. Kunz Art Hart (j)
GALENA 4,974	Gazette									
	(e) 1,100	.021	.021	(R) (AP) (J) (none)	Galena Gazette, Inc.	Edward Grimm	E. B. Heron	Harriett J. Grimm		J. H. Grimm
GALESBURG 28,207	Register-Mail									
	(e) 19,691	.06	.06	(R) (UP) (J) (2)	Omer N. Custer	Fred R. Jelliff	Emil Dalberg Claire Burckey (sp)	Omer N. Custer T. M. Kearney (cm)	H. T. Custer F. S. Hinman (n) H. Z. Tucker (cl)	A. E. Schneider Guy Cole (j)
HARRISBURG 12,711	Register									
	(e) 4,832	.025	.021	(R) (UP) (J) (none)	Register Pub. Co.	Roy L. Seright	Curtis Small Mark Smith (sp)	Roy L. Seright Arthur Debes (cm)	F. A. Leberman M. E. Richardson (cl)	N. N. McKeel Orville Wells (j)
HERRIN 12,000	Journal									
	(e) 2,250	.025	....	(I) (INS) (92)	D. C. Grear	D. C. Grear Charles W. Lintner				
HOOPESTON 6,000	Chronicle-Herald									
	(e) 2,961	.025	....	(I) (UP) (J) (169)	Aldrich P. & P. Co.	Chester A. Aldrich				
JACKSONVILLE 15,713	Courier									
	(e) 2,339x	.024	....	(D) (J) (d) (96)	Courier Co.	R. B. Ridgway		J. W. Walton		
	Journal									
	(m) 3,436x	.029	....	(R) (AP) (J) (d) (59-96)	Journal Co.	J. W. Walton		J. W. Walton		
	Sunday edition									
	(S) 3,483x	.029	....							
JERSEYVILLE 3,839	Democrat									
	(e) 500	.004	....	(D) (J) (d) (none)	J. M. Page	J. M. Page				
JOLIET 55,000	Herald-News									
	(e) 20,213	.07	.07	(I-R) (AP) (1-77)	Edward Corlett	L. F. Filson	J. Lux	Edward Corlett J. J. Morrissey (cm)	R. M. Howk H. E. Baldwin (n) F. Lee (cl)	G. R. Bolton
	Sunday dtition									
	(S) 19,909	.07	.07							
KANKAKEE 20,000	News									
	(e) 5,405	.025	....	(R) (J) (UP) (155)	H. F. Schmidt	H. F. Schmidt				
	Republican									
	(e) 8,338	.035	....	(R) (AP) (J) (176)	Republican Co.	Leslie Small	H. B. Deselm Sam Knott (sp)	A. Deslaurier	R. Nellinger G. Chapman (cl)	Dave Wood
KEWANEE 20,033	Star-Courier									
	(e) 7,210	.04	....	(I-R) (AP,UP) (†) (J) (44)	Philip D. Adler	Philip D. Adler Chris R. Ketridge	Chris R. Ketridge Darrell E. Doyle (sp)	Loren D. Upton (bm) Ivan Hobson (cm)	Joseph T. Miller Loren D. Upton (n) Haselle Newman (cl)	James R. Biedelman A. A. Wiltz (j)
LA SALLE 16,000	Post-Tribune									
	(e) 3,178	.04	.04	(I) (UP,INS) (2)	Daily Post Co.	Kenneth C. Craig	Arthur Shinski Mike Bender (sp)	Preston F. Grandon R. S. Lockhart (cm)	C. G. Abbey Preston F. Grandon (n)	Preston F. Grandon
LAWRENCEVILLE 7,193	Record									
	(e) 2,143	.03	.025	(I) (UP) (mer) (J) (none)	Lawrenceville Pub. Co.	R. R. Denison	Robert McMichael	R. R. Denison	V. H. Wiseman	Orville Sage
LEWISTOWN 2,279	Record									
	(e) 1,100	.02	.02	(R) (UP) (J) (4)	W. J. Duvall	W. J. Duvall		W. J. Duvall		T. T. Fidlar (j)
LINCOLN 12,800	Courier									
	(e)	.035	.028	(I) (155) (I) (AP) (mer) (†)	Allyne V. Carpenter	Brainerd C. Snider (me)	Wilbur Layman	Allyne V. Carpenter	Harry J. Wible	Harry J. Wible John O. Lenhardt

Note.—Courier and Star were consolidated about October 1. Previous circulations, as stated to A. B. C. for six months ending September 30, 1927: Courier, 3,199; Star, 1,615.

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
LITCHFIELD 6,200	News-Herald									
	(e) 2,207	.025	....	(J) (UP) (155)	C. M. Atkinson	Marc Atkinson				
	Union									
	(e)	.024	....	(d) (none)	Union Pub. Co.	John J. Murray				
MACOMB 9,000	Journal									
	(e) 6,640	.032	.028	(R) (UP) (J) (none)	Journal Ptg. Co.	F. W. Harris	Louis Randolph	F. W. Harris	T. L. Roark	J. E. Bowen F. W. Harris (j)
MARION 12,000	Post									
	(e) 2,490	.025	.02	(D) (UP) (J) (92)	S. K. Casey & J. H. Feltz	S. K. Casey	Ethel T. Holland Elva R. Jones (sp)	S. K. Casey Ora William (cm)	Ethel T. Holland	W. T. Wilson
	Republican									
	(e) 3,045	.025	....	(R) (INS) (†) (J) (none)	W. O. Paisley	W. O. Paisley Oldham Paisley	Homer Butler	W. O. Paisley W. G. Paisley (cm)	Mrs. W. O. Paisley	Leroy Ray
MARSEILLES 3,391	Press									
	(e) 800	.018	....	(92)	W. I. Dunlap & Sons					
MATTOON 13,552	Journal-Gazette									
	(e) 5,813	.04	....	(I-R) (INS) (J) (2)	Journal Co.	H. F. Kendall	J. J. Pennington	H. F. Kendall	K. E. Wilson H. K. Kendall (n)	C. A. Rude
MOLINE 35,000	Dispatch									
	(e) 12,680x	.05	.035	(I-R) (AP) (†) (2)	P. S. McGlynn	L. R. Blackman	Fred A. Klann E. W. Patten (sp)	Harry A. Sward Leonard Barland (cm)	August Sundine Harry A. Sward (n) Earl Killion (cl)	N. O. W. Johnson Otto Kurrle

The Daily Pantagraph.

THE DAILY BULLETIN

Is Proud of Its New Ability to Reduce the Cost and Hazards of Developing Sales in the

BLOOMINGTON AND CENTRAL ILLINOIS MARKET

The Daily Pantagraph Is Read Regularly In

93.66%
of the 9,500 homes of Bloomington.

80%
of the 16,892 homes of McLean County, one of the richest counties in the United States.

67.89%
of the 20,600 homes in the outer trading area.

The Daily Pantagraph, through the elimination of one paper, now offers to advertisers every necessary element for more successful and economical selling.

The Pantagraph Delivers Full One-Paper Coverage of Families Possessing Both Willingness and Ability to Buy.

The Bloomington and Central Illinois market comprises 30,000 families, 98% of whom are NATIVE WHITE AMERICANS, whose minimum expenditures make up a market of over $37,000,000.00.

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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

ILLINOIS (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MONMOUTH 9,500	Review-Atlas (e) 5,424	.035	.036	(I) (AP) (†) (J) (96)	Review-Atlas Ptg. Co.	Hugh R. Moffet	Leo A. Ryan Ralph Eckley (sp)	Victor Moffet Zella Hamburg (cm)	Lee Sharp M. Wennerberg (cl)	C. Work S. L. Hamilton (j)
MORRIS 5,500	Herald (e) 3,350	.025	.025	(R) (INS) (J) (155)	L. B. Sackett	G. G. Gentry				L. B. Sackett (j)
MT. CARMEL 8,000	Republican-Register (e) 3,746	.025	.025	(I) (UP) (J) (none)	Mt. Carmel Register, Inc.	A. L. Richmond	Earl Allison	A. L. Richmond Walter Chapman (cm)	Olivia Trapp Floyd Riesinger (cl)	C. M. Malcolm W. A. Dean (j)
MT. CARROLL 2,000	Mirror-Democrat (e) 1,200	.021	....	(R) (d) (4)	Mirror-Democrat Co.	Cal M. Feezer F. H. Hurless				
MT. VERNON 14,500	Herald (e) 5,203	.025	.025	(I) (UP) (J) (131-5)	W. H. Green F. E. O'Bryant	C. H. Phillips F. E. O'Bryant	Lewis Brake	F. E. O'Bryant V. T. Hurst (bm) Fay Murphy (cm)	George F. Reeder	Neil Edwards T. A. Westcott (j)
	Register-News (e) 6,275	.03	.025	(I) (AP,INS) (J) (92)	Register-News Co.	I. Edwin Rackaway	J. Frank Bogan Orlan Metcalf (sp)	Chas. J. Thompson (bm) Orlan Metcalf (cm)	J. Floyd Purcell Chas. J. Thompson (n)	Leslie Shehorn
MURPHYSBORO 12,583	Independent (e) 4,303	.03	.025	(I) (UP) (J) (131-5)	Orville B. Littick	O. B. Littick E. V. Cotter	W. G. Pigott E. V. Cotter (sp)	O. B. Littick A. F. Pelzer (bm)	A. F. Pelzer Dorothy Jenkins (cl)	Cecil Holloway Albert Charles
OLNEY 6,020	Mail (e) 1,820	.012	....	(I) (none)	Lozier D. Yount	Lozier D. Yount				
OTTAWA 14,421	Republican Times (e) 7,081	.045	.045	(I-R) (INS) (2)	Republican-Times Ptg. Co.	L. M. Davis	J. R. Beffel Charles B. Sapp (sp)	Fred A. Sapp V. A. Capsel (cm)	E. J. Kelly Fred A. Sapp (n) O. G. Formhals (cl)	L. V. Gonigam
PANA 6,500	Palladium (e) 1,300	.021	.021	(D) (INS) (J) (169)	Jordan Bros.	W. B. & L. E. Jordan	W. F. Jordan	W. B. & L. E. Jordan	W. B. & L. E. Jordan	W. B. & L. E. Jordan
PARIS 10,000	Beacon-News (e) 5,500	.035	.03	(I-R) (UP) (J) (144)	E. M. Jenison	W. F. Leath		E. M. Jenison	E. M. Jenison	Homer Hill
Note.—Beacon and News consolidated November 21.										
	Gazette (m)	.016	....	(D) (none)	L. H. Cain					
	Sunday edition (s)	....	....							
PAXTON 3,120	Record (e) 943	.014	.014	(R) (J) (none)	N. E. Stevens Ptg. Co.	Harold H. Stevens		Herbert N. Stevens	Herbert N. Stevens	Herbert N. Stevens
PEKIN 14,500	Times (e) 4,318	.03	.03	(I) (UP) (2)	F. F. McNaughton	Louis Watson	Richard Joerger (sp)	M. Beardsley (bm) James Law (cm)	Virgil Foust	Howard Johnson
PEORIA 95,150	Journal (e) 28,055	....	....	(I) (AP,US) (*8) (mer) (†) (E) (63)	Carl P. Slane Merle Slane	Frederick A. Stowe Merle Slane	Max Bonier Tom Wilhelm Kenneth Jones (sp) Marilee Barger (Su)	Carl P. Slane S. K. Miller (cm) I. F. Block (cm)	E. H. Maloney Roy A. Pratt (n) Harold A. Dryden (cl)	Frank A. Tobias
	Transcript (m) 10,230	....	....							
	Combined Daily (m-e) 38,285	.09	.085							
	Sunday edition (S) 28,595	.09	.085							
	Star (e) 30,957	.07	....	(I) (UP,INS) (*8) (†) (E) (69)	Star Co., Inc.	S. A. Oakley	Charles B. Smith Fred Tuerk (sp) Chi Gamble (Su)	Clarence Eyster (cm)	Louis Proehl Roy Ballou (cl)	Bert Manning
	Sunday edition (S) 24,819	.07	....							
PERU 10,000	Herald-News (e) 3,012	.025	.025	(I) (AP) (155)	Corwin & Corwin	H. R. Corwin	Verne Waltman Abe Noblitt (sp)	C. W. Corwin John Barto (cm)	C. W. Corwin	Leo Leitti
PONTIAC 7,300	Leader (e) 3,403	.022	....	(I-R) (UP) (J) (none)	Leader Pub. Co., Inc.	L. V. Pearre	G. A. Bigelow	L. A. Clark (bm) Thelma Hewitt (cm)	L. A. Clark	C. S. Brydia
QUINCY 42,500	Herald-Whig (e) 29,746	.11	....	(I) (AP) (2)	Quincy Newspapers, Inc.	C. F. Eichenauer Arthur Higgins	Helen Osborn Fred Gray (sp)	Ray M. Oakley O. R. Myers (cm) L. Thornhill (cm)	John Hart (local) A. O. Lindsay (n) Louis Straley (cl)	Herman Irish
	Sunday edition (S) 29,848	.13	....							
ROBINSON 6,000	News (e) 2,400	.021	....	(I) (UP) (J) (none)	F. W. Lewis	F. W. Lewis	Kent V. Lewis	F. W. Lewis Kent Lewis (cm)	Bill T. Price F. W. Lewis (n) H. C. Griswold (cl)	Otto Willenborg Clyde L. Smith (j)
ROCKFORD 90,000	Register-Gazette (e) 17,434	.06	.05	(R) (AP) (†) (176)	Edgar E. Bartlett	Fred E. Sterling	Edward Aitchison Allan Brophy (sp)	Edgar E. Bartlett E. S. Bartlett (bm) G. S. Galloway (cm)	Clarence Wallin Elliot S. Bartlett (n) C. E. Phillips (cl)	Lester Brown
	Republic (e) 11,636	.05	.036	(R) (INS) (†) (27)	Republic Co.	T. Barney Thompson	W. Ashton Johnson H. D. Milne (sp)	H. M. Johnson H. W. Pollard (bm) E. K. Todd (cm)	J. E. Bellman H. W. Pollard (n) J. E. De Long (cl)	Earl E. Anderson
	Morning Star (m) 16,809	.08	.07	(I) (AP) (†) (2)	Roscoe S. Chapman	Leonard H. Fredericks	Douglas Wilson A. E. Calkins (night) Frank Hicks (sp) L. H. Fredericks (Su)	Roscoe S. Chapman Russell Chapman (bm) Walter E. Ritchie (cm)	J. Stewart Riley Russell Chapman (n) Webster H. Merrick (cl)	Fred Berg
	Sunday Edition (S) 18,713	.08	.07							
ROCK ISLAND 42,212	Argus (e) 11,956x	.05	.05	(I) (AP) (2)	John W. Potter Ben H. Potter	John W. Potter Frank E. Brandt	James L. Hughes J. W. Ramsey (sp)	Ben Potter F. J. Mueller (bm) C. L. Schultger (cm)	F. J. Mueller Wm. Billesbach (cl)	W. F. Schmacht
SAVANNA 5,237	Times-Journal (e) 2,140	.018	....	(I) (J) (UP) (none)	Times-Journal Co., Inc.	D. C. Pickard				
SHELBYVILLE 4,100	Union (e) 1,274	.014	.018	(I) (UP) (J) (none)	Union Pub. Co.	W. H. Taylor	Doris Williams	W. H. Taylor		W. H. Taylor
SPRINGFIELD 67,000	Illinois State Journal (m) 31,401	.08	....	(I) (AP,UP) (mer) (†) (J) (63)	State Journal Co.	S. Leigh Call John W. Sheehan, Jr.	Paul Hubbard Robert Drysdale (sp)	W. H. McConnell (bm) J. Paul Kienzle (cm)	C. Raymond Long C. C. Callahan (n) L. B. Chandler (cl)	J. S. Gault
	Sunday edition (s) 27,540	.08	....							
	Illinois State Register (e) 32,008	.08	....	(I) (AP,INS) (†) (J) (172)	State Register Pub. Co.	V. T. Dallman Robert L. Stubbs	Robert L. Stubbs Merrill Manning (sp) C. R. Clendenin (Su)	Thomas Rees G. M. Clendenin (bm) Fred V. Schaeb (cm)	Charles Suesen Walter Henkes (n) Frank Harbour (cl)	A. R. Wilcox E. V. Wood (j)
	Sunday edition (S) 28,636	.08	....							
STERLING 12,800	Gazette (e) 6,377	.04	.04	(I-R) (UP) (2)	Gazette Co.	D. W. Grandon George G. Grandon	Orville S. Storm H. E. Kidd (sp)	D. W. Grandon A. M. Clapp (bm) George Engel (cm)	A. M. Clapp R. C. Pettit (cl)	T. H. Tuttle
STREATOR 16,853	Times-Press (e) 7,562	.045	.036	(I) (UP,INS) (2)	Times-Press Pub. Co.	Virginia B. LeRoy		John R. Fornof (bm) G. C. Stevens (cm)		
TAYLORVILLE 8,000	Breeze (e) 1,844x	.029	....	(R) (AP) (92)	Breeze Ptg. Co.	Frank Reed		R. S. Simpson (bm)		
	Courier (e) 2,185	.02	....	(D) (INS) (J) (155)	Courier Co.	Lon E. Martin	Myron Martin	Lon E. Martin Myron Martin (cm)		Charles Dannenberger H. F. Durgin (j)
URBANA 13,388	Courier (e) 3,119	.03	.025	(R) (UP) (J) (39-92)	A. T. Burrows	A. T. Burrows T. Wayne Rae	T. Wayne Rae John Whitaker (sp)	A. T. Burrows Charles McQuay (cm)	Kenneth Buchanan A. T. Burrows (n)	W. H. Wright
WAUKEGAN 28,000	News (e) 4,190	.04	.035	(R) (UP) (J) (155)	Frank H. Just	Frank H. Just (me)	David A. O'Connor Henry Sayrs (sp)	Carol May (bm) F. H. Barner (cm)	Frank Milhizer Florence Abraham (cl)	C. Swan
	Sun (e) 5,892	.035	.032	(I-R) (INS) (J) (92)	F. G. Smith	W. J. Smith	W. J. Stupey George Crawford (sp)	F. G. Smith J. L. Price (cm)	P. T. Schrieber F. G. Smith (n) F. S. Kuppelman (cl)	W. H. Grams
WEST FRANKFORT 18,582	American (e) 3,500	.03	.022	(R) (INS) (J) (92)	B. W. Elkins W. A. Kelly	W. Henson Purcell B. W. Elkins (me)		W. Henson Purcell N. G. Purcell (cm)		W. Henson Purcell
WOODSTOCK 6,000	Sentinel (e) 3,055	.03	....	(R) (INS) (J) (173)	Charles F. Renick	Charles F. Renick	George E. Sullivan	Charles F. Renick Mrs. E. K. Nelson (cm)	John J. Stockton Charles F. Renick (n)	E. A. DeCretz

Every Indication Points to INCREASED PROSPERITY In the GREATER PEORIA Territory

8-4/5% GAIN DAILY
15-7/8% GAIN SUNDAY

In 24 Mos.

(A.B.C. NET-PAID)	J-T Daily	J-T Sunday
Sept. 30—1925	35,153	24,640
Sept. 30—1926	36,410	25,771
Sept. 30—1927	38,285	28,595
Gain in 24 months	3,132 (Daily)	3,955 (Sun)

Greatest Circulation in Central Illinois—And Still Growing!

1st AGAIN IN 1927 IN ADVERTISING

Journal (7 Days)	11,288,726	Lines
Star (7 Days)	10,842,029	"
Transcript (6 Days)	6,249,077	"

(DeLisser Bros. Audit)

1st IN MANY LINES!

De Lisser Bros. Figures for 1927 also show the JOURNAL-TRANSCRIPT far in the lead again in Peoria in *GRAND TOTAL, LOCAL, CLASSIFIED AUTOMOBILE, DEPT. STORE, FINANCIAL, FOODS AND GROCERIES, MEN'S CLOTHING, ELECTRICAL, RADIO, DRUG STORES AND MISCL.*

1st in Automobile Adv. for 13 Years!

—1927—

Peo. J-T	851,171 Lines
2nd Paper	744,967 Lines

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Read In **4 Out of 5** *Homes!*

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

INDIANA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALEXANDRIA 4,618	News (e) 907	.011	....	(39)	Kenneth J. Sullivan	Kenneth J. Sullivan				
	Times-Tribune (e) 1,500	.015	.015	(I) (INS) (†) (J) (155)	DeLoss Arnold	DeLoss Arnold	R. M. Yelvington	DeLoss Arnold		Art G. French
ANDERSON 40,000	Bulletin (e) 10,559	.04	.035	(I) (AP) (J) (2)	Bulletin Ptg. & Mfg. Co.	Dale J. Crittenberger Geo. D. Crittenberger	Geo. D. Crittenberger	Thomas McCullough R. C. Clark (cm)	R. J. Wilson Thos. McCullough (n)	Harry McKinley A. N. Clark (j)
	Herald (m) 9,411 Sunday edition (S) 11,682	.04 .04	.03 .03	(I-R) (AP) (†) (J) (121)	Herald Pub. Co.	Harriet W. Toner Peter Bluemle	Harry Baldwin (sp)	Floyd McGriff T. J. Mason (cm)	E. L. Sisson Ruth Morris (n) Noda Howenstine (cl)	Fred Ridge Paul Neff (j)
ATTICA 4,000	Ledger-Tribune (e) 1,875	.025	....	(R) (UP) (†) (J) (92)	J. Frank McDermond, Jr.	J. Frank McDermond, Jr.		G. L. Reynolds (cm)	J. F. McDermond, Sr.	Zell Tracey
AUBURN 6,000	Star (e) 2,200	.014	....	(I) (UP) (J) (d) (none)	Auburn Ptg. Co.	V. E. Buchanan	F. H. Nicolai	V. E. Buchanan		G. H. Hachet
BEDFORD 16,000	Times (e) 3,800	.025	....	(I) (INS) (J) (none)	Charles P. Butler		R. B. Dye		Carl E. Prebie	
	Mail (e) 2,516	.025	....	(R) (d (none)	Fred B. Otis	Fred B. Otis				
BICKNELL 7,635	News (e) 2,477x	.02	.02	(I) (AP) (155)	F. F. McNaughton	R. E. Osborn	Crystal Shirrel	Ruth McCarty (bm) William Powell (cm)	Marguerite McCord	Eva Purcell
BLOOMINGTON 17,500	Telephone (e)	.02	....	(R) (INS (J) (155)	Walter S. Bradfute	Blaine W. Bradfute				
	World (e) 6,202	.03	.021	(D) (UP) (†) (J) (41)	Purcell Pub. Co.	D. C. Miller George W. Purcell	D. C. Miller	George W. Purcell Robert Hinshaw (cm)	John S. Neal Geo. W. Purcell (m) Marjorie Fiedler (cl)	Rassie Banard A. W. Lambert (j)
BLUFFTON 5,862	Banner (e) 3,117	.02	.015	(D) (UP) (J) (155)	Banner Pub. Co.	George L. Saunders	Franklin Buckner	George L. Saunders J. A. Curry (cm)	Hazen Gossette	Charles Anderson Edward Powers (j)
	News (e) 3,153	.02	....	(I) (INS) (J) (none)	David H. Swaim	David H. Swaim Roger G. Swaim	O. O. Craven George H. Kirkwood (sp)	David H. Swaim Roger G. Swaim (bm) B. L. Hart (cm)	Roger G. Swaim Marg'rite Matson (cl)	H. H. Bartlemay
BRAZIL 11,000	Times (e) 4,506	.035	.03	(R) (UP) (†) (J) (none)	Henkel Pub. Co.	Ralph H. Plumb Geo. H. James	Ralph H. Plumb J. P. Badger (sp)	James A. Raper Glenn Eaton (cm)	Herbert A. Potts Ruth Tate (cl)	James Asdale John E. Frew (j)
CLINTON 12,000	Clintonian (e) 2,573	.025	.013	(R) (UP) (J) (155)	Harriet R. Pierce	Harriet R. Pierce	Francis E. Malloy	D. L. Stitt Carl Smith (cm)	D. L. Stitt Bessie LePage (cl)	A. E. Van Horn
COLUMBIA CITY 3,500	Commercial-Mail (e)	.021	....	(R) (J) (none)	W. W. Williamson	W. W. Williamson				
	Post (e) 1,450	.021	.014	(D) (INS) (J) (none)	John W. Adams	John W. Adams James D. Adams	John Q. Adams	James D. Adams		E. W. Hull
COLUMBUS 10,000	Herald (e)	.011	....	(D) (d) (none)	D. D. Locke	D. D. Locke				
	Republican (e) 5,016	.03	.025	(I-R) (AP) (none)	Raymond S. Brown	Yandell C. Cline	Yandell C. Cline Robert Lindsay (sp)	R. S. Brown W. H. Nicholson (cm)	Dallas Robertson Yandell C. Cline (n) Louella Boeschen (cl)	R. S. Brown
CONNERSVILLE 14,500	News-Examiner (e) 4,646	.03	.02	(I) (UP) (mer) (†) (J) (155)	News-Examiner Co.	George S. Tatman E. I. Higgs	C. Murray E. I. Higgs (sp)	George S. Tatman A. P. Haines (cm)	J. L. Foster V. Griffith (n) L. Bell (cl)	G. C. Chitwood
CRAWFORDSVILLE 10,500	Review (m) 5,825	.03	....	(I) (AP) (J) (92)	Crawfordsville Review, Inc.			Foster Fudge Cora V. Hankins (cm)		
	Journal (e) 2,629	.02	....	(R) (UP) (155)	Journal Co., Inc.	A. M. Smith	G. A Ryan	A. M. Smith		
DECATUR 6,000	Democrat (e) 3,230	.025	.02	(D) (UP,INS) (J) (155)	Democrat Co.	J. H. Heller	James R Blair	J. H. Heller A. R. Holthouse (bm)	A. R. Holthouse	David Adams H. W. Holliman (j)
EDINBURG 3,000	Courier (e) 1,800	.02	....	(I) (J) (d) (167)	E. C. Allison	E. C. Allison			H. A. Allison	J. E. Allison
ELKHART 35,000	Truth (e) 13,559	.045	.036	(I) (AP,INS) (1)	Truth Pub. Co., Inc.	Tom H. Keene	Maurice M Frink Tom Stephenson (sp)	Tom H. Keene Harry Sibbett (bm) S. D. Danforth (cm)	W. M. Fuller	
ELWOOD 11,000	Call-Leader (e) 3,164	.015	.015	(R) (INS) (J) (none)	Robert H. Carpenter		H. D. Beyer Harry Manover (sp)	R. H. Carpenter		
EVANSVILLE 100,103	Courier (m) 29,841 Sunday edition (e) 31,185	.... .08	....	(I) (AP,US,CP) (144)	Evansville Courier & Journal	Don Scism	W. Schoven Dan Scism (sp) Don Scism (Su)	Ed J. Fehn Howard Butler (cm)	A. G. Hollander D. H. Roberts (cl)	W. J. Rogers
	Journal (e) 12,390 Combined daily (me) 42,231	.... .10	....	(I) (AP) (144)	Evansville Courier & Journal	Clarence Kerlin	C. Lundry Franklyn Hunt (sp)	Ed J. Fehn Howard Butler (cm)	A. G. Hollander D. H. Roberts (cl)	W. J. Rogers
	Press (e) 22,455 Sunday edition (S) 23,165	.06 .06	....	(I) (UP) (mer) (†) (3)	Fred R. Peters	Fred R. Peters Clifton Brooks	Paul Hayward Carl Ritt (sp) Hal Hazelrigg (Su)	Fred R. Peters Frank T. Dreber (bm) Stanley Swan (cm)	W. Hyman Skelton W. R. McCullough (n) George H. Williams (cl)	
FORT WAYNE 118,000	Journal-Gazette (m) 41,757 Sunday edition (S) 31,314	.09 .09	.07 .07	(D) (AP,UP) (164)	L. G. Ellingham	L. G. Ellingham Ross S. Nelson	Eugene F. Williams Robert A. Reed (sp) M. M. Ellingham (Su)	L. G. Ellingham Wm. G. Mercier (cm)	A. Schaefer Ella G. Strebig (cl)	Charles F. Schafer
	News-Sentinel (e) 44,699	.10	.07	(R) (AP,UP,INS,CP) (*Sat) (†) (2)	Oscar G. Foellinger	Arthur K. Remmel	Herbert R. Miller James Doss (sp)	Oscar G. Foellinger Clark A. Ferris (cm)	Raymond B. Ross Carl H. Bitzinger (cl)	W. L. Wispert
FRANKFORT 14,000	Times (m) 8,193 Sunday edition (S) 8,193	.04 .04	.032 .032	(R) (AP) (†) (J) (155)	G. Y. Fowler's Sons	Walter S. Fowler	Paul J. Meifeld Claude Thompson (sp)	Max Fowler George E. Long (cm)	Ralph W. McCarty	J. B. Agnew
FRANKLIN 5,250	Star (e) 3,338	.025	....	(I) (UP) (J) (none)	W. W. Aikens R. H. Sellers	R. H. Sellers	Wayne Coy Marc Waggoner (sp)	W. W. Aikens	Davis O. Vandivier	Noal Nay John Ohlrogge (j)
GARY 110,000	Post-Tribune (e) 17,083x	.07	.05	(I) (UP) (INS) (†) (27)	J. R. Snyder	H. R. Snyder A. M. Harris	A. A. Coons Norman Werry (sp)	J. R. Snyder G. R. Scott & F. E. F. E. Westcott Westcott (bm) E. L. Todd & Sons (cm)	G. R. Scott (n) P. H. Blue (cl)	A. S. Cutshaw
GOSHEN 11,000	News-Times (e) 3,548	.02	.02	(R) (UP) (J) (1)	News Ptg. Co., Inc.	W. A. Moxley O. M. Kinnison	R. C. Lehman Bill Bradford (sp)	O. M. Kinnison Paul Cosbey (cm)	W. B. Barnard	W. T. Biscomb (j)
	Democrat (e) 2,427	.015	.01	(D) (AP) (J) (173)	Dean L. Barnhart		J. C. Hughes Charles Egenroad (sp)	Joseph A. Beane	C. E. Ketring Georgia Getz (cl)	Thomas Hinkson
GREENCASTLE 5,000	Banner (e) 2,258	.021	.018	(R) (UP) (†) (J) (92)		S. R. Rariden		S. R. Rariden		
	Herald (e) 1,285	.021	....	(D) (169)	Charles J. Arnold	Charles J. Arnold				
GREENFIELD 4,576	Reporter (e) 2,238	.018	....	(I) (UP) (none)	Viola B. Spencer	Dale B. Spencer Viola B. Spencer	Frank E. Johnson Dale B. Spencer (sp)			
GREENSBURG 5,750	News (e) 3,531	.02	.016	(R) (UP) (†) (J) (155)	News Pub. Co.	Edward J. Hancock Luther D. Braden	Kenneth N. Rinker	Edward J. Hancock Walter B. Lowe (bm) Chas. B. Evans (cm)	Walter B. Lowe	William H. Winters Wilber L. Kendall (j)
	Times (e) 4,795	.017	....	(D) (J) (4)	Democrat Co.	Smiley Fowler				
HAMMOND 75,000	Lake County Times (e) 20,773	.07	.047	(I) (UP,INS) (J) (27)	Sidmon McHle	Percy Parry		William J. McAdoo		
HARTFORD CITY 6,183	News (me)	.02	....	(D) (J) (92)	James Chapman	Nelson Townsend				
	Times-Gazette (e) 2,343	.02	.015	(R) (INS) (J) (155)	Times-Gazette Co	H. E. Honey	Harley Knott		H. E. Honey	G. Randall

Another Year of Achievement

by one of America's greatest newspapers in one of the nation's richest markets

In 1927—

130,443 average net paid circulation

—largest in the NEWS 58-year history.

(Over 83% coverage of all Marion County (Indianapolis) families and remarkably thorough coverage throughout the rich 70-mile Indianapolis Radius. City circulation over 93% home-delivered.)

18,227,118 agate lines of advertising

—fourth largest six-day evening volume in America and the largest for a city of less than 700,000 population.

With its 6 Issues a week, the NEWS carried

—more National advertising	—more Local Display advertising

than *all other* Indianapolis newspapers *combined!*

And in Classified Advertising, The NEWS carried far more linage and a far greater number of individual advertisements than any other newspaper in Indianapolis.

GET ON THE 1928 "PAY-ROLL" OF THIS RICH MARKET

The INDIANAPOLIS NEWS

sells The Indianapolis Radius

DON. BRIDGE, *Advertising Manager*

NEW YORK: DAN A. CARROLL
110 East 42nd Street

CHICAGO: J. E. LUTZ
The Tower Building

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

INDIANA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
HUNTINGTON	Herald									
14,000	(e) 4,414	.025	.02	(I-R) (INS) (J) (148)	Walter H. Ball	Walter H. Ball Charles M. Paul	Walter Willey Cash Keller (sp)	Walter H. Ball Earle Steele (cm)	Howard Zinn Walter H. Ball (n). Virginia Gibler (cl).	Herman Yaste
	Press									
	(m) 5,009	.03	....	(I-D) (AP) (†) (155)	Huntington Pub Co	M. H. Ormsby C. F. Ogle	C. F. Ogle Arnold Gemman (sp).	A. J. Wilhelm George W. Hartt (cm)	T. A. Coughlin H. Kenneth Ware (cl).	L. M. Phares
	Sunday edition									
	(S) 5,089	.03	....							
INDIANAPOLIS	News			(I-R) (AP,UP,CP) (mer)	News Pub. Co	Louis Howland	Walter McCarty	Curtis A. Hodges	Don U. Bridge	
367,000	(e) 129,480	.25	.18	(†) (E) (33-112)	Warren C. Fairbanks, Pres.	Ray Everson	Ray Thompson (sp).	Paul S. Boehm (cm)	Robert A. Wolfe (n) W. H. Pickett (cl).	C. W. Doll
	Commercial									
	(m) 4,165	.05	.05	(J) (147)	Commercial P. & P. Co	Mark R. Gray		Albert O. Evans		
	Star									
	(m) 105,581	.20	.115	(I-R) (AP) (*S) (†) (E)	John C. Shaffer	John C. Shaffer James Stuart	William McClure W. B. Patton (sp) Don McClure (Su)	Benjamin F. Lawrence Charles Payne (cm)	William D. Keegan H. E. Perkins (n) E. F. Emmel (cl)	
	Sunday edition			(97)						
	(S) 137,164	.27	.175							
	Times									
	(e) 65,608	.15	.08	(I) (UP (†) (E) (3)	Times Pub. Co	Boyd F. Gurley S. A. Tullsen	Volney B. Fowler Eddie Ash (sp)	F. G. Morrison (bm). C. D. O'Rourke (cm).	Hilding Alarik F. K. McCarthy (n) Ross B. Copley (cl).	John Stuart
JEFFERSONVILLE	News									
14,000	(e) 2,267	.02	.02	(D) (INS) (J) (39)	H. A. Wenige	H. A. Wenige	Sylvia Ragon Herb McGregor (sp).	H. A. Wenige	H. A. Wenige	Earl Krear
KENDALLVILLE	News-Sun									
6,000	(e) 2,210	.02	.013	(I) (UP) (J) (169)	C. W. Bridenthal	C. W. Bridenthal	R. V. Fischer Harold Shew (sp)	C. W. Bridenthal	C. W. Bridenthal	W. S. Osborn
KOKOMO	Dispatch									
35,000	(m) 10,197	.04	....	(D) (AP) (†) (169)	Dispatch Co	Paul Poynter Carl Cranmer	Lena Shannon Mark Ogden (sp)	L. C. Gifford Ira Crumley (cm)	James Banta Royal Ray (n) Mabel Huston (cl).	Max Miller
	Sunday edition									
	(S) 11,719	.045	....							
	Tribune									
	(e) 9,462	.045	.03	(R) (AP) (2)	J. A. Kautz	J. A. Kautz Edwin Mills Souder	Donald F. Hall Lee J. Noble (sp)	H. A. Rayburn (bm). George D. Bender (cm)	G. J. Murphy H. A. Rayburn (n)	E. T. Hamilton
LAFAYETTE	Journal & Courier									
30,000	(m) 8,094	....	....							
	Journal & Courier									
	(e) 14,076	....	....	(I-R) (AP,INS) (†) (144)	Henry W. Marshall, Jr.	George W. Stout Herbert C. Light	H. H. Heimlich Robert Woodworth (sp).	H. W. Marshall, Jr. Frank P. Vogt (bm). J. T. Hoffman (cm).	W. L. Cuppy E. Brooks (n) S. Barnes (cl)	George Kummings
	Combined daily									
	(me) 22,170	.06	.045							
LA PORTE	Herald-Argus									
17,000	(e) 6,720	.04	.024	(I) (UP) (1)	LaPorte Pgt. Co	Charles A. Beal Cy R. Parker	F. Julian Robert F. Coffeen (sp).	H. A. Lindgren Charles A. Beal (bm) M. E. Moyer (cm)	G. E. Moss H. S. Badger (n) J. J. Ludwig (cl)	P. F. Wells
LEBANON	Reporter									
7,000	(e) 3,248	.025	.025	(I) (UP) (J) (155)	Eugene C. Pulliam	Eugene C. Pulliam Jesse Batterton	Alva Wynkoop	Roy C. Swank Forest Eaton (cm)	Don Estes Roy C. Swang (n)	Earle Gillette
LINTON	Citizen									
5,845	(e) 2,857	.018	....	(I) (J) (none)	Turner & Bryan					
LOGANSPORT	Pharos-Tribune									
24,000	(e) 12,114	.05	.045	(I) (INS) (†) (1)	Pharos-Tribune Co	Frederick Landis	Allen Sauers John Carroll (sp)	H. Arthur Foltz John M. Dunn (cm)	H. C. Mull H. B. Foltz (n) Florence Harlan (cl)	John Dwyer
	Press									
	(m) 13,965	.045	....	(R) (AP) (2)	W. H. Kerrigan			W. H. Kerrigan		
	Sunday edition									
	(S) 13,965	.045	....							
MADISON	Courier									
6,711	(e) 3,399	.025	.0225	(R) (AP) (131-5)	Courier Co	M. C. Garber M. E. Garber	L. G. Neal	M. E. Garber (bm). G. P. Skeldon (cm).	M. E. Garber	
	Herald									
	(e) 1,018	.018	....	(D) (J) (4)	Herald Co., Inc	M. H. Cochrane				
MARION	Chronicle									
26,000	(e) 9,124	.04	.04	(R) (INS) (mer) (†) (9)	Chronicle Pub. Co	Geo. D. Lindsay H. G. Copeland	F. C. Miller H. N. Milligan (sp)	Gardner Thomas C. E. Love (cm)	F. A. Cristen Floyd Sailors (cl)	E. Hall
	Leader-Tribune									
	(m) 9,986	.04	.025	(I) (AP) (†) (J) (144)	Leader-Tribune Co	C. L. Houston	Jack Maltby (sp)	J. E. McDonald M. L. Hinkle (cm)	R. H. Heiser Mark Klain (cl)	
	Sunday edition									
	(S) 10,153	.04	.025							
MARTINSVILLE	Reporter									
4,895	(e) 3,165	.018	....	(J) (UP) (none)	H. J. Martin	H. J. Martin	T. O. Good	O. O. Pearce (cm)	H. J. Martin	
MICHIGAN CITY	Dispatch									
28,250	(e) 3,384	.02	....	(D) (UP) (J) (none)	J. B. Faulkner	J. B. Faulknor	C. Gray A. Hansen (sp)	H. C. Crosby (bm) B. Haney (cm)	H. C. Crosby	Glen Friend (j)
	News									
	(e) 5,201	.04	.04	(R) (J) (92)	Robb & Misener	Charles J. Robb (me) H. R. Misener	E. J. Purple I. Nieman (sp)	Robb & Misener H. R. Misener (bm). H. Northam (cm)	L. Linard	E. H. Olsen (j)
MISHAWAKA	Enterprise									
22,168	(e) 1,800	.025	....	(I) (UB) (39-173)	J. H. Jernegan	John Ohneus	Carlos Lane	Paul Deardorph (cm)	Bert Thomas	Frank Steeman
	Sunday edition									
	(S) 1,800	.025	....							
MONTICELLO	Journal									
2,700	(e) 1,275	.015	.013	(I) (UP) (J) (169)	Tippecanoe Press, Inc	L. O. Corey	Mabel Henke Everett Smith (sp)	D. J. Wickizer O. L. Jolly (cm)	D. J. Wickizer	Edwin Shell D. J. Wickizer (j)
MT. VERNON	Democrat									
5,284	(e) 1,450	.015	.015	(D) (UP) (J) (39)	Edward F. Alles	Orvan R. Hall	O. R. Hall Walter M. King (sp)	Edward F. Alles	Edward F. Alles Anne Fullinwider (cl)	N. Jay Rowe
MUNCIE	Press									
46,000	(e) 12,163	.05	....	(R) (UP) (151-152)	Press Pub. Co	Wilbur E. Sutton Donald E. Sutton	Leon Parkinson H. A. Silverburg (sp)	W. A. Letzler J. T. Edwards (cm)	Ed C. Johnson W. A. Letzler (n) R. J. Kem (cl)	
	Star									
	(m) 24,052	.08	.04	(R) (AP) (†) (97)	Star Pub. Co	John C. Shaffer Frank E. Harrold	W. V. Winder R. Emshwiller (sp). J. E. Ferris (Su)	Harry F. Guthrie H. E. Payne (cm)	L. A. Baldwin Harry F. Guthrie (n) T. E. Skillman (cl).	
	Sunday edition									
	(S) 15,553	.08	....							
NEW ALBANY	Tribune									
22,992	(e)	....	....	(R) (J) (169)	W. S. Montgomery	W. S. Montgomery				
NEWCASTLE	Courier									
21,000	(e) 4,472	.03	.03	(R) (UP) (155)	Courier Co	Allen C. Hiner	Robert Gordon Eugene Bock (sp)	Alfred Marshall, Jr. Florence C. Bufkin (cm)	Alfred Marshall, Jr. Florence C. Bufkin (cl).	Leroy Decker
	Times									
	(e) 4,564	.025	.025	(D) (INS) (J) (39)	Times Pub. Co	W. S. Chambers	Newton Goudy Hubert Baker (sp)	W. S. Chambers Edgar Wise (cm)	A. L. Young	A. L. Young
NOBLESVILLE	Ledger									
5,000	(e) 3,295	.025	....	(R) (UP) (J) (155)	C. S. Neal			C. S. Neal		
PERU	Tribune									
14,000	(e)	.045	.045	(I) (UP) (92)	Tribune Pub. Co	Frank O. Evans (me) E. C. Walpe (news).	Thomas Walsh	Frank O. Evans Louis Thompson (cm)		

Note—Tribune and Journal Chronicle were consolidated about Dec. 15, 1925. Circulations for six month's period ending Sept. 30, 1927 were Tribune (A B C) 4,673; Journal Chronicle (Gov't) 4,235; Tribune now claims total of 7,440.

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
PLYMOUTH	Democrat									
5,100	(e) 2,842	.026	....	(D) (INS,US) (4)	Clay W. Metsker	Roland B. Metsker	Roland B. Metsker Ruby McConnell (sp)	Clay W. Metsker (bm). Bessie Cook (cm)	Clay W. Metsker	R. M. Rathfon
	Pilot									
	(e) 2,454	.02	.021	(R) (UP) (J) (155)	Pilot Co	Samuel E. Boys	Howard Grossman	Samuel E. Boys		
PORTLAND	Commercial-Review									
6,000	(me) 2,360	.015	.015	(R) (UP) (†) (J) (144)	Franklin Hildebrand	Franklin Hildebrand	C. K. Harris	Franklin Hildebrand. H. F. Haines (cm)	Leo Maxwell Charlotte King (cl)	H. B. Davenport
	Republican									
	(e)	....	....	(R) (155)						
	Sun									
	(e)	....	....	(D) (J) (155)						
	Combined daily									
	(me)	.025	....							
PRINCETON	Democrat									
10,287	(e) 3,465	.02	.02	(I-D) (UP) (†) (J) (none)	John C. Gorman		R. Fettinger	J. C. Gorman		
	Clarion-News									
	(e) 3,440	.02	.02	(R) (155)	Clarion Pub. Co	F. B. Ewing				
RENSSELAER	Republican									
2,912	(e) 800	.018	....	(R) (J) (d) (4)	H. B. Clark	H. B. Clark				

THE IOWA NEWS

Vol. 1, No. 10 January 28, 1928 Price 2 Minutes

IS YOUR PICTURE OF IOWA UP-TO-DATE?

Iowa 1927 Gas Consumption—$56,000,000

TOTAL GALLONAGE CONSUMED CLOSE TO 280,000,000

Automobile Registration and Paving Also Gain During Year.

During 1927 Iowans used 281,900,000 gallons of gasoline, over 30,000,000 gallons more than was consumed in the state in 1926, according to estimates made from the state gasoline tax reports.

This would indicate that in 1927, Iowa spent between $5,000,000 and $6,000,000 more for gasoline than in 1926, or an approximate sum of $56,000,000 for gasoline during the past year. This increased usage of gasoline is even more significant when the fact is considered that the Iowa state tax on gasoline was increased from two cents to three cents July 1.

1927 Gas Tax $7,362,138.21

The combination of increased usage and the increase in the per gallon tax on gasoline caused Iowans to spend over $7,362,138.21 on gasoline taxes during 1927. In 1926 Iowans paid $5,033,892.97 in taxes on gasoline.

In 1927 over 706,000 automobiles and trucks were registered in Iowa, a substantial gain over the preceding year in spite of the fact that the automotive industry did not have full production last year.

More Paving Finished

In keeping with Iowa's increase in gasoline consumption and in registered cars, the Iowa State Highway Commission completed by far the largest road building program yet undertaken in the state. Last year the commission finished 320.5 miles of paving; 456.7 miles of graveling; 734.6 miles of grading, and constructed 1,843 bridges and culverts, in comparison to 91.1 miles of paving, 495.1 miles of grading and approximately the same number of bridges and culverts in 1926.

$900,000 in Contracts

Ames, January 28—In one afternoon recently, the State Highway Commission let paving contracts totalling $911,268.69 and bridge and culvert contracts for $92,593. One of the largest paving contracts was for $297,769.68, for paving on Federal Highway No. 32.

No, Not Broadway, Just Fourth Street in Waterloo

Line-up waiting for seats at the Riviera Theater, Waterloo. Theater attendance shows that Iowa has plenty of spending money.

Here and There in Iowa

BURLINGTON—Burlington's dock commissioners have approved the plans and specifications for the new $220,000 municipal dock system. The Burlington terminal will be on a par with systems in other large cities on the Mississippi. Provisions have been made to permit construction of additional units as they become necessary with the increase in freight traffic.

SIOUX CITY—Fifty-five new corporations were formed in Sioux City during 1927. The Guaranty Building and Loan Association, capitalized at $10,000,000 was the largest incorporation of the year.

AMES—Over 320.47 miles of Iowa primary roads were paved by the State Highway Commission between December 1, 1926, and November 30, 1927, according to an announcement from the office of auditor of state. The graveling program for the same period was 456.72 miles and 734.64 miles of primary was brought to finished grade.

FORT DODGE—The local plant of the Quaker Oats Company has been working on a 24-hour-a-day basis during the last six months, handling approximately 40,000 bushels of oats a day. Of the fourteen mills operated by this company, the Fort Dodge plant is fourth in size, only the Cedar Rapids, Akron and Petersboro, Ont., mills ranking ahead of it.

ADVERTISERS who understand the Iowa situation know from experience that the consumers' market there cannot be properly sold without the use of newspapers in these twenty-one key cities.

IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames ..... Tribune
Boone ..... News-Republican
Burlington ..... Gazette
Burlington ..... Hawk-Eye
Cedar Rapids ..... Gazette & Republican
Centerville .. Iowegian & Citizen
Council Bluffs ..... Nonpareil
Davenport ..... Democrat & Leader
Davenport ..... Times
Dubuque ..... Telegraph-Herald and Times Journal
Fort Dodge ..... Messenger & Chronicle
Fort Madison ..... Democrat
Iowa City ..... Press Citizen
Keokuk ..... Gate City
Marshalltown ..... Times-Republican
Mason City ..... Globe-Gazette & Times
Muscatine ..... Journal & News-Tribune
Oelwein ..... Register
Oskaloosa ..... Herald
Ottumwa ..... Courier
Sioux City ..... Journal
Sioux City ..... Tribune
Washington ..... Journal
Waterloo ..... Evening Courier
Waterloo ..... Tribune

NEARLY $5,000,000 FOR NEW THEATERS

New $1,700,000 Orpheum at Sioux City Is Finest in State.

Sioux City, January 28—Throughout Iowa, motion picture theaters report a good year during 1927.

Record strides were made in building new houses and improving old ones to accommodate the increasing number of theater-goers. Close to $5,000,000 worth of new houses were built in 1927 and plans are now under way to construct two show houses early in 1928 at a total cost of $1,250,000.

$1,700,000 House at Sioux City

The largest show opened last year was the new Orpheum theater, here, the cost of which has been estimated at $1,700,000. Over 7,000 attended the performances the opening day.

At Cedar Rapids construction is nearing completion on a new $1,000,000 theater which has been leased by the A. H. Blank interests and also on the new $500,000 Iowa theater. Both are to be opened this spring.

The Riviera, big new motion picture theater, was recently opened at Waterloo. This house is considered one of the finest in the country for a city under 50,000. More than 4,000 attended the opening performance.

1928 Construction Planned

At Dubuque the Rosenthal interests expect to complete a million-dollar theater this year and the Universal Film Corporation plans a $250,000 motion picture house for Marshalltown.

SALES EXECUTIVES CHECK UP ON FACTS AS THEY NOW STAND

Many Business Men Find Reason to Revise Impressions.

Business men often find the beginning of a new year an excellent time to check past impressions against the present—to replace out-of-date ideas with current facts.

Men whose only picture of Iowa is a checkerboard of corn and wheat fields, ornamented by silos, should remember that the state also has more than 3,500 manufacturing plants.

The dollars and cents value of Iowa's industrial products has passed that of her agricultural products—with a combined total for both of more than one and one-half billion dollars.

Men who think that Iowa's vocabulary is bounded on the north by, "I'll be switched," and on the south by, "Well, I swan," should remember that Iowa leads the United States in literacy, with more than 99 per cent.

Men who wonder whether the Iowa market is really worth going after, should remember that Iowa is among the first states in per capita income.

Successful plans for marketing in Iowa, take into consideration certain unusual features of the state. Here are two and one-half million people, but no city of more than 175,000. As a result, commercial activity, rather than being concentrated in one or two metropolitan districts, is divided among a score of important cities, each serving some particular section of the state.

That is why so many advertisers find that marketing plans are most effective when they include newspaper advertising in each of these key centers.

Note—Other new and vital information about Iowa may be found in "A Close-up of Iowa" recently published by the Iowa Daily Press Association. Interested executives can secure copies by writing to the association, in care of the Davenport Democrat, Davenport, Iowa.

New $1,500,000 Cement Plant at Davenport

Davenport—Construction of a new $1,500,000 cement plant is one of the Davenport's major projects to be undertaken here in 1928. The new company, to be known as the Davenport Cement Company, has an authorized capitalization of $6,000,000.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

INDIANA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
RICHMOND 36,374	Item (m) 14,238 Sunday edition (S) 15,111 Palladium (e) 13,448	.05 .05 .05	.035 .035 .035	(I) (AP) (†) (164)	Item Newspaper Co.	Curtis H. Clay	John Green Philip G. Kessler (sp)	F. S. Dodd Roy L. Babylon (cm)	E. J. Treffinger B. C. Habing (n) E. C. Pegg (cl)	G. A. Righter
				(I-R) (AP,UP) (25)	Palladium Ptg. Co.	R. G. Leeds E. H. Harris	Robert Rethmeyer (sp)	E. H. Harris Roy McMath (cm)	H. F. Boylan	
ROCHESTER 3,800	News-Sentinel (e) 2,880	.025	.021	(I) (INS) (J) (155)	Barnhart-VanTrump Co.	L. M. Feeger, asst. Hugh A. Barnhart		Hugh A. Barnhart	Carl Van Trump	Floyd Van Trump
RUSHVILLE 5,786	Republican (e) 2,945	.02	.02	(R) (UP) (J) (d) (155)	Republican Co.	Will O. Feudner	Louis C. Hiner	Will O. Feudner B. O. Simpson (bm) Oliver Cartmel (cm)	B. O. Simpson Ruth Seward (cl)	Frank Priest Will O. Feudner (j)
SEYMOUR 8,500	Tribune (e) 2,526	.023	.023	(I) (UP) (mer) (J) (155)	John H. Conner	John H. Conner Paul E. McGuire	Melvin Lostutter	John H. Conner P. E. McGuire (cm)	Paul E. McGuire John H. Conner (cl)	C. H. Resiner W. H. Noelker (j)
SHELBYVILLE 11,500	Democrat (e) 4,038 Republican (e)	.025 .018	....	(D (UP (J) (131-155) (R) (none)	Democrat Pub. Co. Shelby Ptg. Co.	Wray E. Fleming John D. DePrez T. E. Goodrich	Wray E. Fleming Ralph Cheshire	John D. DePrez Howard Greenlee (cm)	Pleas E. Greenlee George Stites (cl)	D. W. Avery Wilmer McNeely (j)
SOUTH BEND 117,867	News-Times (e) 27,873x Sunday edition (S) 26,173x Tribune (e) 25,200x Sunday edition (S) 24,013x	.08 .08 .07 .07	.07 .07 .049 .049	(I) (UP,INS) (*S) (†) (109-51)	J. M. Stephenson	S. B. Whipple	H. C. Warren Jim Gallagher (sp)	M. P. Reed R. W. McInerny	Neal B. Welch R. H. McAuliffe (n). D. J. Wilhelm (cl).	W. A. Hafner
				(I-R) (AP) (†) (E) (154)	South Bend Tribune	F. A. Miller R. H. Horst	L. C. Morehouse John W. Stahr (sp)	C. E. Crockett (bm) Nell C. Snyder (cm)	W. S. Bowman H. M. Hatfield (cl)	
SULLIVAN 6,000	Times (e) 3,250	.025	....	(D) (UP) (J) (169)	Poynter & McGuire	Paul Poynter A. G. McGuire		A. G. McGuire		A. G. McGuire (j)
TERRE HAUTE 70,000	Post (e) 20,015 Star (m) 26,810 Sunday edition (S) 26,199 Tribune (e) 23,061 Sunday edition (S) 23,236	.05 .07 .07 .06 .06	.... .04 .04	(I) (UP) (†) (3)	F. R. Peters	E. D. Minteer Ralph A. Donham	Larry Denning (sp)	F. R. Peters E. D. Baker (bm) C. W. Bevinger (cm)	Noel Ruddell Frank Roderus (n) C. H. Koegel (cl)	Chas. Pritchett
				(I-R) (AP) (†) (97)	Star Pub. Co.	J. C. Shaffer George D. Padgett	Robert Nesbit J. C. Hannah (sp)	B. F. Lawrence J. E. White (bm)	F. E. Hollis Hugh Ralston (cl)	
				(I-D) (AP,UP,INS) (†) (144)	Tribune Pub. Co.	William F. Cronir	Morton P. House Ralph White (sp)	Andrew C. Keifer, Pres. Theodore Wagner (bm)	Frank Shannon Louis F. Keifer (n). Wm. Harrison (cl)	Albert White
TIPTON 5,000	Tribune (e) 2,964	.02	.018	(I) (†) (J) (none)	Ramsay & O'Banion	F. N. Ramsay	Fred Oglebay	I. M. O'Banion C. L. O'Banion (bm) C. J. Kiger (cm)	C. L. O'Banion F. N. Ramsay (n)	Fred Saissline C. L. O'Banion (j)
UNION CITY 6,500	Times (e) 2,510	.021	....	(R) (†) (J) (4-39)	Roy Patchell	Roy Patchell		Roy Patchell F. N. Woodbury (cm)	Roy Patchell	Ernest Thokey
VALPARAISO 8,000	Vidette-Messenger (e) 3,958	.03	.03	(I-R) (INS,UP) (92)	Vidette Ptg. Co.	John M. Mavity Lynn M. Whipple	E. Zimmerman E. Zimmerman, Jr. (sp)	John M. Mavity J. Earle Mavity (bm) C. H. Crisman (cm)	J. Earle Mavity	Ed O'Connor
VINCENNES 20,000	Commercial (m) 5,761x Sunday edition (S) 6,007x Sun (e) 5,022x	.04 .04 .03	.03 .03 .02	(R) (AP) (*S) (152)	Thomas H. Adams	Thomas H. Adams Brad Brouillette	Owen Agar Howard Houghton (sp)	Chester W. Adams H. J. Thayer (cm)	E. A. Cash A. L. Katzenmeyer (cl).	Charles Kuhn
				(D) (UP) (†) (J) (2)	J. D. Hogue, Jr.	J. D. Hogue, Jr.	Ross Garrigus Paul Ellis (sp)	J. D. Hogue, Jr. Victor Worland (cm)	A. A. Arnold Charles Murtaugh (cl)	Henry Beck W. F. Preble (j)
WABASH 10,000	Citizen (e) 1,790	.02	.02	(R) (AP) (155)	Wabash Journal Co.	Foster W. Riddick	Glen Ballinger Tom Showalter (sp)	Foster W. Riddick	Foster W. Riddick	L. I. Wertz
	Plain-Dealer-Times-Star (e) 6,340	.04	....	(I) (UP,INS) (J) (92)	Don M. Nixon	Earl W. Hamer	Charles Hoover (sp)	H. Van Trump (bm) Chris Gruell (cm)	Robert Averitt G. G. Buffington (cl)	Will Guthrie W. H. Derr (j)
WARSAW 6,500	Times (e) 3,690	.032	.032	(R) (INS,UP) (J) (none)	L. H. Williams	R. B. Williams Ted Williams	E. Dodge O. L. Chalfant (sp)	Ted Williams Elva Hudson (cm)	Ray Williams Reub. Williams (n) B. Smith (cl)	Frank Gibbard C. R. Williams (j)
	Union (e) 2,570	.02	.021	(D) (AP) (none)	Warsaw Union, Inc.	Ralph O. Nusbaum	Fred C. Bartol (sp)	Ralph W. Bartol		
WASHINGTON 10,000	Democrat (e) 4,265	.025	.025	(D) (UP) (J) (155)	Sam B. Boyd & Henry Backes	Henry Backes Sam B. Boyd	Ralph Burris		E. O. Brouillette S. B. Boyd (n)	Henry Backes (j)
	Herald (e) 3,273	.025	.021	(R) (AP) (J) (59)	Gazette & Herald Co.	George A. Faith Earl McCafferty	Russell Alexander	George A. Faith Donald Ellis (bm) H. D. Gilliland (cm)	J. V. Daily Donald Ellis (n)	Donald Ellis

IOWA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
AMES 9,385	Tribune (e) 2,910	.03	.04	(IR) (UP) (J)	J. L. Powers	J. L. Powers T. F. Crocker	T. F. Crocker	J. L. Powers J. L. Powers, Jr. (bm) Vivian Snook (cm)	J. L. Powers, Jr. J. A. Longley (n) Vivian Snook (cl)	C. O. Powers
ATLANTIC 5,524	News-Telegraph (e) 4,400	.04	.03	(R) (INS) (27)	Chas. F. Chase Estate & E. P. Chase	E. P. Chase	Walter E. Tracy	E. P. Chase	Lydia R. Otto Mabel Kennedy (cl).	
BOONE 14,466	News-Republican (e) 5,208x	.035	.026	(R) (AP,UP,INS) (J)	S. G. Goldthwaite	S. G. Goldthwaite George Brunton	Cecil Douglas	S. G. Goldthwaite M. K. Sawyer	Paul Lindemeyer	Fred E. Henry
BURLINGTON 28,000	Gazette (e) 11,856	.05	.035	(D) (AP) (†) (E) (144)	Burlington Gazette Co.	Thomas Green	Chas. W. McLaury Wm. Bayliss (sp)	Chas. M. Morgan (bm) P. B. Parry (cm)		
	Hawk-Eye (m) 11,004 Sunday edition (S) 13,837	.05 .05	....	(R) (AP) (44)	Jno. F. D. Aue'	Tracy Garrett Robert Getty	A. Koop	Jno. F. D. Aue' C. M. Waite (bm) L. H. Danley (cm).	H. E. Morgan	
CEDAR FALLS 6,885	Record (e) 2,031	.025	.025	(I) (INS) (†) (J)	C. S. Codington	C. S. Coddington Guy E. Campbell	Guy E. Campbell Robert See (sp)	C. S. Coddington (bm) K. Krueger (cm)	G. H. McElroy	C. N. Rowley
CEDAR RAPIDS 57,000	Gazette & Republican (e) 32,194 Sunday edition (S) 30,616	.10 .10	.068	(I) (AP,UP,INS) (†) (2)	J. L. Miller & H. L. Marshall	H. L. Marshall Verne Marshall	John Batten Earl Caughlin (sp) Edw. Dose (Su)	J. L. Miller J. S. Young (bm) Chas. Harmer (cm)	J. S. Young Chas. Moore (cl)	Harry Hroomek
CENTERVILLE 8,611	Iowegian & Citizen (e) 4,880	.025	.02	(R) (UP) (J) (147)	J. M. Beck & J. R. Needham	J. M. Beck J. Ray Ellis	C. B. DePuy	J. R. Needham (bm) C. E. Triebswetter (cm)	J. R. Needham J. M. Beck (n) Madeline Ellis (cl)	O. T. Foglesong Glen Frink (j)
CHARLES CITY 7,350	Press (e) 3,225	.025	.02	(R) (INS) (J) (4)	L. H. Henry	L. H. Henry Harold S. Henry			Harold S. Henry	S. C. Henry
CLINTON 28,000	Advertiser (e) 9,735	.045	.029	(I) (UP) (†) (2)	Paul H. Karnes	T. V. Murphy	Leon Murphy C. D. Stewart (sp)	Paul H. Karnes K. M. Keegan (bm) M. Hosty (cm)	T. L. Stolk K. M. Keegan (n) H. Keeley	
	Herald (e) 12,098	.04	.03	(I) (AP,INS) (144)	Clinton Herald Co.	W. C. Eastland	Estelle LeProvost J. A. Ryan (sp)	J. J. O'Connor (bm) A. E. Meyer (cm)	E. J. Devlin J. J. O'Connor (n). Francis Keely (cl)	Paul Kamler
COUNCIL BLUFFS 41,000	Nonpareil (e) 16,156x Saturday edition (Sat) 10,195x Sunday edition (S) 16,311x	.06 .06 .06	.06 .06	(I) (AP) (†) (148)	New Nonpareil Co.	W. R. Orchard John Henry	Clark Galloway Leroy Wallace (sp)	R. R. O'Brien (bm) John O'Brien (cm)	James Winters Robert R. O'Brien (n).	
CRESTON 4,400	Advertiser (e) 4,008	.03	.03	(I) (AP)	W. A. Roseberry & Carl Davenport	George A. Croft	George R. Crane	Carl Davenport Geo. R. Crane (bm) Alma Johnson (cm).	B. R. Waddey Carl Davenport (n). Alma Johnson (cl)	W. A. Roseberry

1927 Circulation GAINS

DAILY

(Morning and Evening)

Dec. 1927	230,589
1926	193,213
Increase	37,376

SUNDAY

Dec. 1927	167,483
1926	158,643
Increase	8,840

DES MOINES REGISTER and TRIBUNE

1927 Advertising GAINS

Morning, Evening and Sunday Editions

	1927	1926	Increase
Evening Edition	18,696,524 lines	17,703,533 lines	992,991 lines
Morning Edition			
Sunday Edition			

YEAR 1927

Evening Edition	10,039,838 lines
Morning Edition	5,277,186 lines
Sunday Edition	3,379,500 lines

DES MOINES REGISTER and TRIBUNE

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

IOWA (Cont'd)

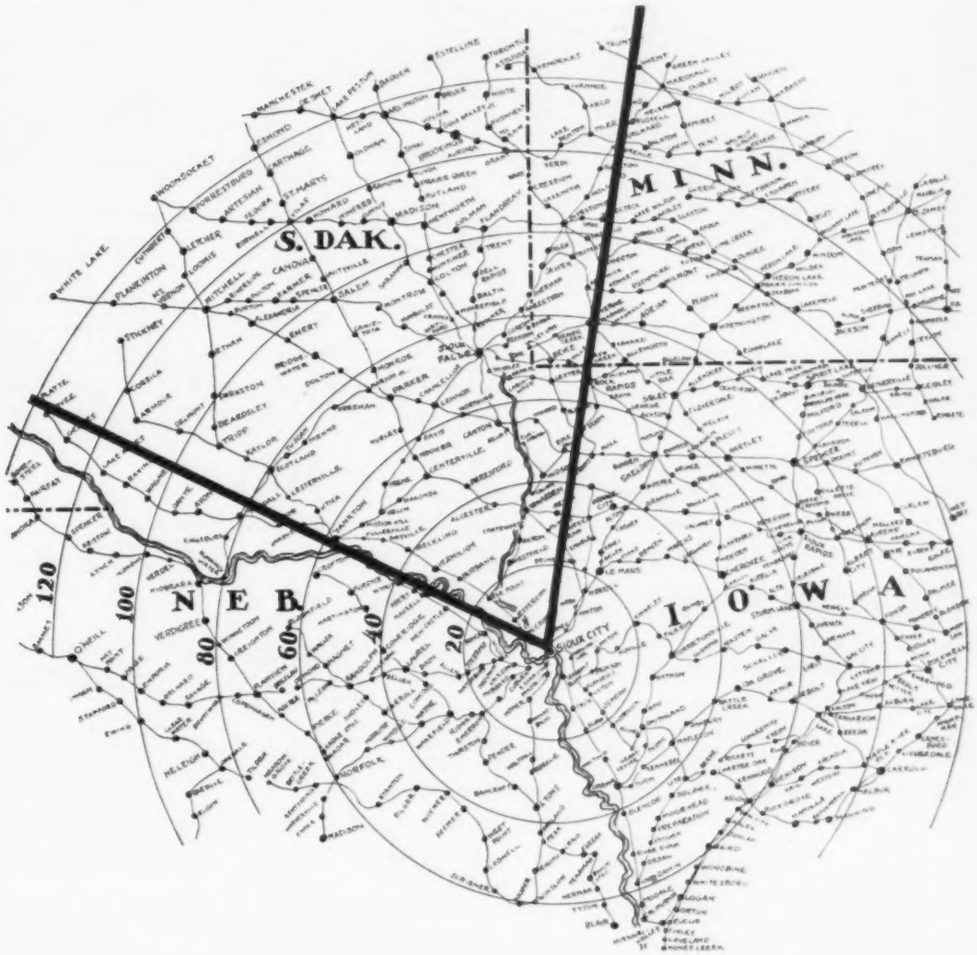
City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
DAVENPORT 60,000	Democrat & Leader (e) 13,095x Sunday edition (S) 15,709x Times (e) 24,945x Democrat & Leader & Times combination	.... .14	.... .06	(D) (AP) (44) (I-R) (AP) (†) (44)	Frank D. Throop E. P. Adler	Ralph W. Cram R. J. Leysen (me)	Hugh Harrison John O'Donnel (sp) R. A. Klauer L. Kautz (sp)	Frank D. Throop V. N. Dorgan (cm) E. P. Adler F. Russell (bm) J. R. Evans (cm)	Victor Martin Frank D. Throop (n) R. W. Meng (cl) L. M. Turnbull E. P. Adler (n) J. P. Klonda (cl)	Charles Bleuer T. Kelley
DES MOINES 131,119	Register (m) 106,014 Tribune-Capital (e) 118,078 Combined daily (me) 224,092 Sunday edition (S) 159,050 Evening & Sunday Morning & Sunday	.... .40 .40 .40 .55 .55	.... .40 .... .55 .55	(I) (AP,UP,NANA,CP,INS, US) (*Sun) (†) (J) (E) (100-142-15)	Gardner Cowles John Cowles (Asso. Pub)	Harvey Ingham Gardner Cowles, Jr.	Wayne Weishaar (m) Paul Prugh (e) G. W. Taylor (sp-m) Jack North (sp-e) L. L. Brookman (Su)	Gardner Cowles Harry T. Watts (bm) W. A. Cordinley (cm)	Forrest R. Geneva Hugh B. Lee (n) F. E. McCray (cl)	Harry T. Watts W. H. Ammons (j) Fred B. Hilliker (j)
DUBUQUE 42,811	American Tribune (e) 15,577x Sunday edition (S) 15,577 Telegraph Herald & Times-Journal (e) 34,020x Sunday edition (S) 34,304x	.07 .07 .07 .10 .10	.07 .... .07	(I) (INS) (88) (I) (AP,UP,INS) (†) (J) (1)	Catholic Ptg. Co., Inc. F. W. Woodward	Chas. N. Nennig John P. Gonner E. G. Fairfield W. E. Wendt	A. F. Klinkner Carl D. Oehs (sp) C. A. Wilhelm (sp)	John P. Gonner J. Ray Brown (cm) F. W. Woodward W. J. Arndt (cm)	J. J. Clardy F. J. McLaughlin C. A. Ritter (cl)	John P. Gonner Edw. Koehler W. W. Lilly (j)
FAIRFIELD 5,948	Ledger (e) 4,689	.035	....	(R) (UP) (144)	Ledger Co.					
FORT DODGE 21,702	Messenger & Chronicle (e) 10,763	.05	....	(I-R) (AP) (J) (148)	Messenger Ptg. Co	Granger Mitchell		C. A. Roberts W. S. Merryman	W. G. Hale	
FORT MADISON 15,000	Democrat (e) 4,686x	.035	.035	(I) (INS) (†) (J) (2)	W. J. McGriffen	W. J. McGriffen S. W. Mitchell	Robert Woods Paul Jaeger (sp)	W. J. McGriffin Ward Mershon (bm) H. L. Peterson (cm)	Ward Mershon A. D. Masters (n) R. L. Auge (cl)	E. F. Carstens E. J. Lawrence (j)
IOWA CITY 16,000	Press-Citizen (e) 6,886	.035	.035	(I) (AP) (mer) (†) (176)	Merritt C. Speidel	Merritt C. Speidel Graham M. Dean	Don Wilkins K. McFarland (sp)	Merritt C. Speidel E. A. Chappell (bm) Wm. F. Wade (cm)	Edward A. Chappell G. L. Dibb	
KEOKUK 17,000	Gate City (e) 5,672	.035	.023	(I) (AP) (1)	Dale E. Carrell	Walter Burton F. C. Smith	F. C. Smith Douglas Lamont (sp)	Dale E. Carrell C. C. Carrell (bm) Henry Nelson (cm)	Clyde Thornton C. C. Carrell (n)	C. S. Carser
MARSHALLTOWN 17,500	Times-Republican (e) 10,303x	.05	.05	(I) (AP) (†) (none)	D. N. Norris	F. A. Moscrip R. C. Weeks	J. A. Whitacre Paul Norris (sp)	Geo. F. Thayer	G. F. Thayer	F. Nodland
MASON CITY 27,000	Globe-Gazette (e) 15,044x	.06	.05	(I-R) (AP,UP) (†) (44)		W. F. Muse W. Earl Hall	Enoch Norem Kenneth Goodrich (sp)	Lee P. Loomis I. W. Hillstrom (cm)	Lloyd L. Geer	Leo J. Carle
MISSOURI VALLEY 4,250	Times (e) 550	.017	....	(I) (AP,UP) (J) (4)	R. C. Lahman	R. C. Lahman	Samuel Holmes	R. C. Lahman	R. C. Lahman	J. W. Harris Willard Dale (j)
MT. PLEASANT 4,334	News (e) 2,803	.03	.025	(R) (J) (144)	Charles S. Rogers			Warren K. Rogers (bm)	L. M. Truesdale	M. J. Peterson (j)
MUSCATINE 18,173	Journal & News Tribune (e) 7,888	.04	.028	(I) (AP) (†) (44)	C. Rabedeaux	Geo. M. Hinshaw (me)	Geo. Newton Walter Van Zyl (sp)	C. Rabedeaux L. L. Boice (cm)	A. M. Gelbel	Nathan Hoeffin
NEWTON 12,000	News (e) 3,413	.03	.025	(I-R) (AP) (J) (96)	James R. Rhodes	James R. Rhodes Geo. H. Seigle	Carl Eby Robert Sprinke (sp)	L. O. Brewer Chas. Starrett (cm)	Donald Hammerly	W. E. Rose
OELWEIN 8,300	Register (e) 3,131	.03	....	(R) (UP) (J)	H. V. Hoyer, R. V. Lucas & W. T. Armbruster	R. V. Lucas		H. V. Hoyer R. V. Lucas (bm)	W. T. Armbruster	H. V. Hoyer
OSKALOOSA 9,427	Herald (e) 5,375	.03	....	(R) (UP) (J)	Chas. S. Walling	Phil. Hoffmann		Chas. S. Walling (bm)		
OTTUMWA 27,375	Courier (e) 13,845	.06	.04	(R) (AP) (44)	James T. Powell	Jas. T. Powell C. S. Johnston	Clyde Hightshoe Emmett Mowrey (sp)	John Huston (bm) John Canny (cm)	Cleo Meisters John Huston (n) Lillian Orr	Howard W. Lee
PERRY 6,200	Chief (e) 2,332	.025	.025	(I-R) (AP) (†) (J) (96)	James R. Rhodes	G. E. Whitehead Vern J. Hall	Vern J. Hall Brooks Cross (sp)	G. E. Whitehead Brooks Cross (cm)	G. E. Whitehead Genevieve Whalen (cl)	Fred Harvey
SHENANDOAH 5,900	Sentinel (e) 4,400	.035	.25	(I) (INS) (39)	Sentinel Pub. Co.	C. N. Marvin E. K. Tindall	R. K. Tindall (sp)	Don McGriffin R. K. Tindall (bm) C. N. Marvin (cm)	R. L. William Nell Howard (n-cl)	Graham Hendricks
SIOUX CITY 80,000	Journal (m) 36,295 (e) 23,436 Combined daily (me) 59,731 Sunday edition (S) 50,586 Sunday & Evening Tribune (e) 56,360	.... .13 .13 .20 .13	.... .11	(R) (AP),CT,CP) (I) (NEA,UP,AP,NANA) (†) (J) (193-15)	W. H. Sammons Tribune Co.	John H. Kelly E. G. Tripp	Edw. Haakinson Lloyd Hagan (sp)	Eugene Kelly J. T. Bruggeman (cm)	A. T. Zeller Fred Rankin (cl)	Frank Kelly C. A. Hoyt (j)
VINTON 3,500	Cedar Valley Times (e) 5,329	.035	.035	(I) (INS) (†) (J)	H. G. Kruse	M. P. Kruse		E. Williams F. B. Kruse (bm) Wilma Faris (cm)	Fred A. Raginton Frank Lynch (cl)	F. Mossman
WASHINGTON 5,000	Journal (e) 2,892	.025	.025	(R) (UP) (J) (144)	Elder, Shannon & Co.	Orville Elder	Bruce Cowden	Ralph E. Shannon (bm)	Paul E. Gorham	Max Marble
WATERLOO 40,000	Courier (e) 17,603	.07	....	(I-R) (AP,UP,INS) (mer) (†) (164)	W. H. Hartman Co.	John C. Hartman E. R. Moore	Burton T. Burritt Julius Johnson (sp)	Jackson McCoy	E. G. Carey Marie Gleason (cl)	R. E. Boller
	Tribune (m) 13,214 Sunday edition (S) 13,586	.08 .06	....	(I) (AP,NEA) (†) (J) (141)	Times-Tribune Pub. Co.			Harry Shaw		
WEBSTER CITY 6,649	Freeman-Journal (e) 2,173 Rural edition 4,188	.025 .035	.025 .035	(I-R) (AP) (†) (J) (169)	J. N. Stonebraker W. F. Hunter George C. Tucker	W. F. Hunter George C. Tucker	Kenneth Patterson	J. N. Stonebraker R. W. Harrison (cm)	H. R. Packard M. E. Gage (n) Mac Hanken (cl)	Burt Packard C. L. Kingely (j)

KANSAS

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ABILENE 5,280	Chronicle (e) 1,446 Reflector (e) 1,596	.018 .012	....	(I) (UP) (J) (169) (R) (AP) (J) (none)	Turrentine Pub. Co. Reflector Ptg. Co.	G. R. Turrentine C. M. Harger H. W. Wilson	Jessie Arndt F. O. Wilson (sp)	H. W. Wilson (bm) F. O. Wilson (cm)	F. O. Wilson H. W. Wilson (n)	H. W. Wilson
ARKANSAS CITY 16,331	Traveler (e) 5,490	.04	.04	(I-R) (AP) (mer) (J) (94)	Traveler Pub. Co.	Oscar Stauffer Ben Hibos	Richard Kingsley Doyle Getter (sp)	Oscar Stauffer Hettie Calkins (cm)	A. G. Hill Francis Shirley (cl)	Georgre Jardot R. M. Davis (j)
ATCHINSON 16,000	Globe (e) 7,273	.04	....	(I) (AP) (†) (148-68)	Globe Pub. Co.	E. A. Howe J. E. Rank	D. Miller C. O'Neil (sp) J. E. Rank (Su)	W. C. Hawk (bm)	E. Tonsing W. C. Hawk (n)	
AUGUSTA 4,210	Gazette (e)	.018	....	(I) (J) (169)	Burns Hegler	Burns Hegler				
BELOIT 3,315	Call (e) 1,960	.011	....	(I) (J) (none)	Adamson & Hammond	H. K. Houghton				

The Sioux City Tribune's Field

Black outlines show that section of The Sioux City Tribune's Territory in which the circulation has been so greatly increased



This consolidated circulation gives to The Sioux City Tribune a reader coverage well in excess of

70,000 Subscribers Daily

An unrivalled service in an unrivalled field by an outstanding newspaper in the great agricultural Middle-West.

Advertising rate still 13¢ a line

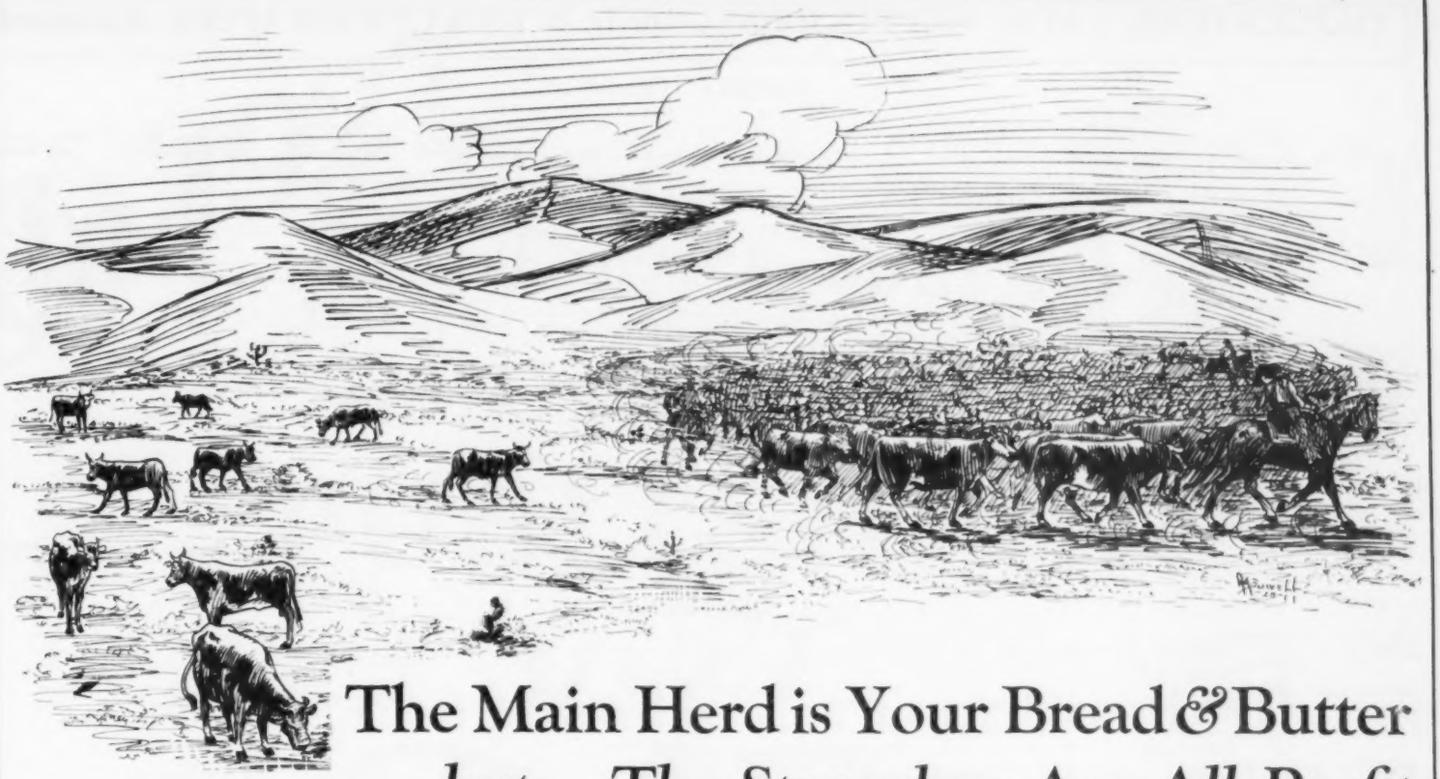
WILLIAMS, LAWRENCE & CRESSMER

New York Chicago Los Angeles San Francisco

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

KANSAS (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. adv. Man. Classified Man.	Mech. Supt. Job Supt.
BURLINGTON 2,380	Republican (e) 2,517	.02	.02	(R) (J) (169)	John Redmond	John Redmond	Bill Batsdorf	Floyd S. Ecord (bm) Wilma Dabbs (cm)	Floyd S. Ecord	Glenn H. Preston M. E. Budd (j)
CALDWELL 2,500	Messenger (e) 1,183	.014	.014	(I) J) (none)	Harold A. Hammond			Harold A. Hammond		
CANEY 3,200	Chronicle (e) 1,027	.018	.014	(I) (J) (39)	L. T. Perrill			L. T. Perrill		J. C. Bruce
CHANUTE 10,012	Timesett (e) (free) Tribune (e) 3,410	.025 .025	.025 .025	(I) (UP) (J) (none) (I) (AP) (†) (J) (94)	A. H. Turner Estate R. A. Harris & Sons	Chas. F. Jones H. G. Curl John P. Harris	Mrs. Chas. F. Jones Loren Carlberg (sp) Fletcher MacLary	Chas. F. Jones Miss Clara Domitz (cm) John P. Harris	Chas. F. Jones Miss C. Domitz (cl) C. W. Moody	Monroe Walker O. S. Thiel L. W. Phillips W. H. Fiske (j)
CHERRYVALE 4,654	Republican (e) 1,400	.015	.015	(R) (AP) (J) (169)	Burge & Campbell	Will R. Burge				
CLAY CENTER 4,450	Dispatch-Republican (e) 1,325	.0142	.0142	(R) (AP) (†) (J) (none)	Clay Center Pub. Co.	F. W. Parrott	F. W. Parrott			
COFFEYVILLE 20,000	Journal (e) 5,886 News (m) 4,991 Sunday edition (S) 4,991	.03 .025 .025	.025 .02	(R) (AP) (J) (94) (I) (UP) (J) (none)	Powell & Platz A. J. Valentine	H. J. Powell A. J. Valentine	Stanley Platz F. W. Walden (sp)	H. J. Powell R. E. Kane (cm) A. J. Valentine	C. M. Dunham Mary Brown (cl)	Ray Dameron
COLUMBUS 3,853	Advocate (e) 900	.11	.145	(R) (J) (none)	Fred H. Swinney	Ed Skidmore Fred H. Swinney	Ed Skidmore	Fred H. Skidmore M. Goodrick (cm)	Fred H. Swinney	Fred H. Swinney
CONCORDIA 5,650	Blade-Empire (e) 3,014	.029	.029	(R) (AP) (J) (none)	Ray Green	Ray Green	Tom L. Kiene	L. B. Shrouf (bm) Frank Hall (cm)	Lester B. Shrouf Victor McKinnon (cl)	Lee D. Shrouf
COUNCIL GROVE 2,857	Republican (e)	.02	....	(I-R) (J) (none)	Jack Lawrence	Jack Lawrence				
DODGE CITY 8,051	Globe (e) 4,584	.035	.035	(I) (AP) (†) (none)	J. C. Denious	J. C. Denious G. R. Turrentine	Porter Harvey	J. C. Denious N. C. Petersen (bm) N.C.Petersen,Sr. (cm)	Oel Spelman N. C. Petersen (n) Arvella Ellis (cl)	D. H. Tucker
EL DORADO 12,000	Times (e) 4,655	.03	.025	(R) (AP) (†) (J) (94)	Times Pub. Co.	R. A. Clymer	W. R. Feder	R. A. Clymer Albert Letts (cm)	R. Earl Forgy	O. F. Huttenhoff A. G. Hudson (j)
EMPORIA 13,242	Gazette (e) 6,148x	.045	....	(I-R) (AP) (J) (94)	W. A. White	W. A. White		W. E. Hughes	E. T. Lowther	
FORT SCOTT 12,387	Tribune-Monitor (e) 3,528	.025	....	(I) (AP) (J) (169)	Geo. W. Marble	Geo. W. Marble	J. N. Heylmun Fred Urey (sp)	Geo. W. Marble F. E. Milligan (bm) W. M. Scott (cm)	Wm. Goodwin A. W. Marble (n)	Frank Decker F. E. Milligan (j)
FRANKFORT 2,000	Index (e) 1,500	.018	....	(I) (4)	F. M. Hartman	F. M. Hartman				
FREDONIA 3,954	Herald (e) 1,680	.018	....	(I) (AP) (J) (96)	Ben S. Hudson	Ben S. Hudson				
GALENA 6,000	Times (e) 785	.018	....	(I) (J) (169)	Arthur S. McNay	Arthur S. McNay		N. J. Carver (cm)		Tom Woods
GREAT BEND 5,200	Tribune (e) 3,285	.025	.02	(R) (AP) (mer) (†) (none)	Will Townsley	Charles Townsley Ed C. Vollmer	Merrill D. Spencer	Will Townsley E. C. Vollmer (bm) R. E. Russell (cm)	E. C. Vollmer R. E. Russell (cl)	Paul Wesley
HIAWATHA 3,222	World (e) 3,175	.03	....	(I) (AP) (†) (J) (none)	Ewing Herbert	Ewing Herbert				
HUTCHINSON 28,000	Herald (m) 11,196 News (e) 15,552 Combined daily (me) 26,748 Sunday edition (S) 11,716	.... .10 .10	.... .10	(R) (AP) (94)	News Co.	W. Y. Morgan Fred Heuner	E. Lawson May (m) Herbert Waggoner (e) L. Freeman (sp-m) John Galloway (sp-e) E. Lawson May (Su)	W. Y. Morgan R. C. Ballard (bm) S. MacDonald (cm)	George R. Gwin Russell Weyher (cl)	D. M. Smith
INDEPENDENCE 14,000	Reporter (e) 5,460	.04	.03	(I) (AP,UP) (mer) (†) (J) (94)	Independence Pub. Co.	Chas. Spencer	Earl Cox Justin Anderson (sp)	Chas. Spencer D. Clyde Knock (bm) Joy Vincel (cm)	E. E. Harnwick Chas. Spencer (n) Virginia Spencer (cl)	L. E. Cagle Dutch Etzold (j)
IOLA 8,500	News (e) 2,457 Register (e) 3,346	.018 .025	.018 .025	(†) (J) (169) (R) (AP) (J) (none)	M. C. Langley Chas. F. Scott	M. C. Langley Chas. F. Scott	Floyd H. Lynn C. A. Cliff	M. C. Langley E. B. Langley (cm) Chas. F. Scott Angel C. Scott (bm)	M. C. Langley Ethel B. Langley (cl) E. E. Lynn Kenneth Drake (cl)	A. E. Oren M. C. Langley (j) Edwin Drake L. R. Varner (j)
JUNCTION CITY 7,500	Union (e) 2,900	.02	.014	(I) (AP) (J) (169)	Harry E. Montgomery	Harry E. Mongomery	E. W. Teitzel	H. E. Montgomery	Ward G. Kehler Rosetta Harbess (cl)	Otto Schultz Edward Verbecka (j)
KANSAS CITY 125,000	Kansan (e) 21,623 Sunday edition (S) 21,761	.07 .07	....	(I) (UP,INS) (mer) (†) (32)	Sen. Arthur Capper	W. A. Bailey	C. H. Nohe C. G. Scott (sp)	W. A. Bailey Lloyd Smith (cm)	Knowlton Parker Floyd Yost (cl)	
KIOWA 1,539	Record (m) ..... Sunday edition (e)	.016 .013	....	(I) (d) (none)	F. E. Hagenbuch	F. E. Hagenbuch				
LAWRENCE 13,822	Journal-World (e) 5,918	.03	....	(R) (AP) (†) (J) (1-96)	World Co.	W. C. Simons J. W. Murray	J. W. Murray Evan Edwards (sp)	F. C. Simons Dolph Simons (bm) Grace Farris (cm)	R. A. DeWatteville Dolph Simons (n) R. A. DeWatteville (cl)	E. A. Farris
LEAVENWORTH 22,000	Times (e) 6,807 Sunday edition (S) 6,807	.035 .035	.035	(R) (AP) (148-174-78)	D. R. Anthony Estate	D. R. Anthony, Jr.	G. Fred Yost Fred Vanderschmidt (sp)	D. R. Anthony, Jr. H. H. Seckler (bm) Ed. Smith (cm)	D. R. Anthony, 3rd H. H. Seckler (cl) J. Krueger (cl)	Henry Hampel
LYONS 3,200	News (e) 2,310	.02	....	(I) (J) (none)	Lyons Pub. Co.	Paul A. Jones				
McPHERSON 4,120	Republican (e) 1,328	.0175	.0193	(R) (AP) (J) (none)	W. J. Krehbiel	W. J. Krehbiel C. E. Oelrich		W. J. Krehbiel L. A. Rank (asst.)	V. A. Crawford W. J. Krenoiel (n)	T. N. Canfield
MANHATTAN 10,799	Chronicle (m) 2,438 Mercury (e) 2,215 Combined daily (me) 4,653	.... .04	....	(R) (AP) (J) (94)	Seaton Pub. Co.	Fay N. Seaton	L. W. Youngman (m) Dwight King (e) N. Miller (sp-m) F. Shideler (sp-e)	Fay N. Seaton B. F. Sweet (cm)	Anna Shealenbaum (e) W. E. Mackender (m) Fay N. Seaton (n)	Roy Cook Fay N. Seaton (j)
NEODESHA 3,943	Sun (e)	.02	....	(I-R) (AP) (169)	C. E. Crowdery					
NEWTON 10,000	Kansan-Republican (e) 3,500	.025	.015	(R) (AP) (J) (169)	Kansan Ptg. Co.	J. L. Napier	J. L. Napier Gene Kemper (sp)	J. C. Mack W. T. Bolin (cm)	Mrs. Roy Black Miss Grace Long (n)	H. F. Nolte
NORTON 3,000	Telegram (e) 1,905	.025	.025	(AP) (J) (none)	Telegram Pub. Co.	C. L. Jacoby	C. L. Jacoby	C. L. Jacoby C. M. Rose (bm)	C. M. Rose	Elliott Conkling
OTTAWA 10,450	Herald (e) 4,988x	.03	.03	(I) (AP) (J) (94)	R. A. Harris	R. A. Harris W. E. Gilliland	Ernest Johnson (sp)	S. F. Harris (bm) E. S. Bigler (cm)	C. W. Moody	Guy Spenny (j)
PARSON 1,628	Republican (m) 4,512 Sunday edition (S) 4,600	.03 .03	.025	(R (UP) (†) (155)	Murlin & Murlin	A. D. Murlin	C. E. Perkins Myles Pember (sp) A. D. Murlin (Su)	A. D. Murlin Gertrude Mullin (bm) S. Murlin (cm)	S. Dixon A. D. Murlin (n) S. Murlin (cl)	Frank Power
PITTSBURG 25,000	Sun (e) 4,418	.03	.025	(R) (AP) (94)	Clyde M. Reed	Lester Combs	Paul Vohs Murray Kunkle (sp)	Lester Combs G. C. Grause (cm)	Dorothy Daigh Lester Combs (n)	Oero Willard
PITTSBURG 25,000	Sun (m) 5,716 Headlight (e) 7,050 Combined daily (me) 12,766 Sunday edition (S) 5,825	.... .07 .07	.... .05	(AP) (mer) (†) (94)	Pittsburg Pub. Co.	F. W. Brinkerhoff	C. M. Gray (m) Clyde Neinarger (e) Gal Wood (sp-e) Ed Prell (sp-m) F. W. Brinkerhoff (Su)	G. A. Winter	F. H. Vandergrift	August Simion



The Main Herd is Your Bread & Butter
but—The Stragglers Are All Profit

6 Reasons Why You Need Briggs Service

1. They have been trained by us to get the business.
2. They have been "seasoned" under all kinds of conditions—in all corners of the United States and Canada.
3. They specialize on local non-advertisers and put them into the columns of your newspaper.
4. They bring in advertising revenue from sources where none came before.
5. They can increase your lineage 100,000 lines and upward each year.
6. They KNOW HOW!

The regular advertisers of your paper whose names consistently appear in your display columns—they are your bread and butter; your fixed income.

But how about the stragglers—that great multitude of merchants and manufacturers who have never been sold on the value of continuous advertising in your display columns? Their business is all profit!

The Briggs staff has been trained in the school of long experience to "round up" these profitable, straggling advertisers. It is the object of the Briggs organization to develop this new business and to ***establish these potential advertisers as regular buyers of your space.***

We are ready to sell Feature Pages or Special Editions in Rotogravure or Black and white—***without extra cost to you.***

[Wire or Write for Details]

Thomas W. Briggs Co.

HOME OFFICE COLUMBIAN MUTUAL TOWER
MEMPHIS, TENNESSEE

Ask Dun or Bradstreet about our Responsibility
Ask any newspaper about our Service...

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

KANSAS (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
PRATT	Tribune									
5,440	(e) 2,608	.025	.02	(I) (AP) (†) (J) (none)	Tribune Pub. Co.	Charles W. Pratt	Francis J. Tupper	Cecil P. Rich (bm) Wade Eubank (cm)	Paul Tupper Gladys Lees (cl)	Stanton Teter Cecil P. Rich (j)
SALINA	Journal			(R) (AP,UP) (†) (J)						
17,000	(e) 11,701	.06	....	(94)	R. J. Laubengayer	Roy F. Bailey Fred J. Ludes	Dorothea Smith Stuart Dunbar (sp)	Roy F. Bailey John B. Smith (cm)	Earl C. Woodward C. H. Harper (n)	L. C. Magill C. W. Wheeler (j)
TOPEKA	Capital									
62,000	(m) 40,889	.10	....	(R) (AP) (J) (E) (32)	Sen. Arthur Capper M. Morrow (asst.-pub.)	Harold T. Chase Charles H. Sessions	Clark Cross Leslie Edmonds (sp) Wm. Ford (Su)	J. E. Griest (bm) F. L. Hockenhull (cm)	F. B. Cunningham W. R. Gilmore (cl)	Robt. Maxwell A. R. Ashton (comp.) H. J. Brockman (j)
	Sunday edition									
	(S) 41,802	.10	....							
	State Journal									
	(e) 20,336	.06	....	(I-R) (AP,INS) (17)	Frank P. MacLennan	F. P. MacLennan Arthur J. Carruth, Jr.	Robert E. Lewis Carlos E. Hobbs (sp)	F. P. MacLennan W. P. Snyderr (bm) M. D. Mulan (cm)	Paul T. Morgan	Otto L. Rahn
WELLINGTON	News									
7,048	(e) 2,600	.021	....	(I) (AP) (J) (none)	H. L. Woods	H. L. Woods				
WICHITA	Beacon									
100,000	(e) 44,659	.12	.08	(I) (AP,UP,INS) (†) (94)	Henry J. Allen	A. W. Jarrell S. A. Coleman	S. M. Walter Roy Sourbeer (sp) D. S. Lawler (Su)	Henry J. Allen A. T. Butler (bm) B. F. Bennett (cm)	Fred A. Hamlin H. N. Hollenbesk (n) W. R. Huffman (cl)	
	Sunday edition									
	(S) 48,453	.12	....							
	Eagle									
	(m) 57,801	.15	....							
	Eagle									
	(e) 16,301	.15	....	(I) (AP,UP) (*Su) (mer) (†) (J) (E) (9)	M. M. Murdock	Victor Murdock John E. Reed (me-m) John Wallace (me-e)	Sam Kiefner (m) B. A. Winsted (e) Pete Lightner (sp-m) Kelly Cousins (sp-e) John A. Reed (Su)	Sidney D. Long Al Anderson (cm)	H. W. Allen H. F. Bailey (cl)	Cecil Jones Dee Allen (j)
	Combined daily									
	(me) 74,102	.18	....							
	Sunday edition									
	(S) 69,455	.17	....							
WINFIELD	Courier									
12,000	(e) 4,875	.035	.035	(I) (AP) (J) (none)	William G. Anderson	William G. Anderson	H. L. Hart		Geo. H. Honnold (n)	Glenn W. Seaman W. J. Sage (j)

KENTUCKY

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ASHLAND	Independent									
25,000	(e) 8,395x	.05	....	(I) (AP,UP) (94)	Ashland Pub. Co.			B. F. Forgey Russell Zaebem (cm)		
	Sunday edition									
	(S) 9,136x	.05	....							
BOWLING GREEN	Park City News									
18,000	(e) 2,662	.025	.025	(D) (AP) (J) (169)	C. M. Gaines	C. M. Gaines D. T. Caywood	A. Temple Tom Hazleton (sp)	C. M. Gaines W. H. Riley (cm)	J. K. Ditto C. M. Gaines (n) J. Lindsey (cl)	J. B. Sublett
	Times-Journal									
	(e) 2,983	.018	....	(D) (INS) (J) (39)	Times-Journal Jub. Co.	J. S. Denhardt				
COVINGTON	Kentucky Post									
58,309	(e) 30,892	.065	.05	(I) (UP) (3)	Post Pub. Co.	Bruce I. Sunong Tom Green, Jr.	Tom Green, Jr. Wm. Hagedorn (sp) John Johnson (Su)	C. H. Willenborg (bm) Harris Jarrett (cm)	C. B. Lepper C. H. Willenborg (n) John B. Green (cl)	
	Sunday edition									
	(S) 27,466	.065	....							
	Kentucky Times-Star									
	(e) 19,586	.07	....	(Kentucky edition of Cincinnati Times-Star—which see.)						
DANVILLE	Advocate									
7,000	(e)	.021	....	(D) (none)	W. V. Richardson	W. V. Richardson				
	Messenger									
	(e) 2,665	.021	.015	(D) (UP) (J) (70)	Danville Messenger, Inc.	J. Curtis Alcock	J. Sterling Towles	J. Curtis Alcock	C. M. Whiddon	I. G. Jackson (j)
FRANKFORT	State Journal									
9,805	(m) 3,205	.025	....	(D) (AP) (J) (1)	State Journal Co.	James L. Newman				
	Sunday edition									
	(S) 3,205	.025	....							
FULTON	Leader									
3,415	(e)	.018	....	(D) (J) (AP) (none)	R. T. & J. H. Moore	R. T. & J. H. Moore				
HENDERSON	Gleaner									
15,500	(m) 2,749	.025	....	(D) (AP) (J) (59)	Leigh Harris	Leigh Harris Henry A. Taylor		Leigh Harris E. C. Porter (cm)	W. W. Smith Jas. H. Kerr (n)	Arthur Petty (j)
	Sunday Gleaner-Journal									
	(S) 3,284	.04	....							
	Journal									
	(e) 1,415	.015	....	(D) (AP) (J) (59)	Leigh Harris	Leigh Harris John A. Lyne		Leigh Harris E. C. Porter (cm)	W. W. Smith Jas. H. Kerr (n)	Arthur Petty (j)
HOPKINSVILLE	Kentucky New Era									
14,538	(e) 3,950	.025	....	(D) (AP) (J) (none)	A. W. Wood	Spalding Trafton	D. H. Taylor Thos. F. Wood (sp)	Tom Wood (bm) Robt. Moreley (cm)	A. W. Wood, Jr. T. F. Wood (n) A. W. Wood, Jr. (cl)	Frank Torian Wm. Wade (j)
LEXINGTON	Herald									
48,641	(m) 17,738	.06	.06	(D) (AP,INS) (44)	Desha Breckinridge	Desha Breckinridge Thos. B. Underwood	C. R. Kay Norris Royden (sp) T. R. Underwood (Su)	R. J. Breckenridge (bm) R. R. Russell (cm)	R. J. Hess (adv-dir) C. D. Thompson (cl)	Norman P. Miller
	Sunday edition									
	(S) 18,099	.06	....							
	Leader									
	(e) 20,362	.07	.05	(R) (AP,CP) (94)	John G. Stoll	John G. Stoll James M. Ross	Chas. G. Dickerson Neville Dunn (sp)	Fred B. Wachs Chas. W. Crum (cm)	D. B. Weer	
	Sunday edition									
	(S) 20,436	.07	....							
LOUISVILLE	Courier-Journal									
316,854	(m) 89,061	....	....	(I) (AP,INS,CP) (*Su) (†) (E) (9-45)	R. W. Bingham	R. W. Bingham A. B. Bansdell (me-m) A. Y. Aronson (me-e)	Neil Dalton (m) T. S. Perkins (e) Bruce Dudley (sp-m) L. P. McNeely (sp-e) O. R. Cook (Su)	Emanuel Levi H. W. Stoghill (bm)	H. M. McClackey (m) S. H. Bernheim (e) A. R. Magee (n) O. E. Weepe (cl)	S. A. Lewis
	Times									
	(e) 76,983	....	....							
	Combined daily									
	(me) 166,044	.27	....							
	Sunday edition									
	(S) 135,404	.25	....							
	Herald Post									
	(e) 71,503	....	....	(I) (AP) (*Su) (†) (E) (94-103-15)	James B. Brown	James B. Brown				
	Morning edition									
	(m) 744									
	Combined daily									
	(me) 72,247	.15	....							
	Sunday edition									
	(S) 55,810	.12	....							
MADISONVILLE	Messenger									
8,500	(e) 3,921	.025	.02	(D) (AP) (J) (none)	Madisonville Pub. Co.	Edgar Arnold & Woodson Browning	Albert Larmouth Brice Salmon (sp)	Mary Royster (cm)		Carl Harris J. D. Shain (j)
MAYFIELD	Messenger									
9,000	(e) 4,200	.03	.018	(D) (AP) (†) (J) (169)	Geo. J. Covington	George Bingham	Alton Hamlet	Geo. J. Covington Joe Sellars (cm)	Geo. J. Covington Len Davis (n) Addie Freeman (cl)	Jno. Baker Roy Cope (j)
MAYSVILLE	Bulletin									
6,385	(m)	.014	....	(D) (J) (none)	M. J. McCarthy & Co.	Geo. R. McCarthy				
	Independent									
	(m)	.02	....	(D) (AP) (J) (169)	James Purdon	Jno. D. Littlejohn				
	Public Ledger									
	(e) 1,668	.014	....	(4)	Clarence Mathews	W. B. Mathews		Clarence Mathews W. B. Mathews (bm)		
MIDDLESBORO	News									
12,500	(e) 1,965	.025	.02	(I) (UP) (J) (131-5)	Citizens News Co., Inc.	Robert L. Kincaid	Robert L. Kincaid Guy Easterly (sp)	Robert L. Kincaid	Guy Easterly Miss Ruth Moore (n)	Miles E. Wright
OWENSBORO	Inquirer									
25,000	(e) 6,934x	.03	.03	(D) (AP,INS) (92)	Owensboro Inquirer, Inc.	Lawrence W. Hager	W. E. Daniel L. D. Gasser (sp) L. W. Hager (Su)	W. B. Hager Jerome Courey (cm)	G. A. Yancey Rex Hurt (cl)	M. R. Smith
	Sunday edition									
	(S) 7,024x	.03	....							
	Messenger									
	(m) 8,737x	.03	.025	(D) (AP) (†) (12)	Messenger Pub. Co., Inc.	Urey Woodson James M. Pendleton	D. O'Connel Dougherty James Whitmer (sp) J. M. Pendleton (Su)	G. M. Fuqua (bm) Dee Atherton (cm)	L. C. Cummings G. M. Fuqua (n)	Ernest Vogel
	Sunday edition									
	(S) 9,126x	.03	....							
PADUCAH	News-Democrat									
34,000	(m) 10,171x	.05	....	(D) (AP) (94)	Geo. H. Goodman	Lloyd P. Robertson	Joe La Gore Chas. Ned (sp)	W. H. Lackey K. R. Brown (cm)	W. H. Lackey Mrs. M. B. Campbell (cl)	W. M. Smoot
	Sunday edition									
	(S) 11,446x	.05	....							
	Sun									
	(e) 10,270	.05	.05	(I) (AP,INS) (†) (1)	Sun Pub. Co.	Edwin J. Paxton Elliott C. Mitchell	John T. Ross	Edwin J. Paxton Jos. L. Roth (bm) C. M. Givens (cm)	E. H. Mammen R. D. Brown (cl)	Wm. Munsell
RICHMOND	Register									
7,500	(e) 3,462	.03	.025	(D) (AP) (J) (70)	Register Co., Inc.	Keen Johnson		J. W. Wiggins (cm)	E. T. Wiggins	J. W. Wiggins (j)
WINCHESTER	Sun									
9,994	(e) 4,967	.025	.025	(D) (AP) (J) (70)	C. C. Robbins	C. C. Robbins	B. A. Taylor	C. C. Robbins (bm) B. A. Upham (cm)	C. C. Robbins	O. B. Tolin

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and
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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

LOUISIANA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALEXANDRIA •30,000	Town Talk (e) 8,918	.04	....	(D) (AP) (J) (177-96)	R. C. Jarreau	R. C. Jarreau	W. G. Mobley R. Brewer (sp)	Hunter Jarreau J. E. Richardson (cm)	R. L. Wilson Julia Brown (cl)	Geo. Dale J. A. Senseney (j)
BATON ROUGE 47,000	Advocate (m) 2,108 Sunday edition (S) 2,108	....	....	(D) (AP,CP) (26)	Chas. P. Manship	Chas. P. Manship J. G. Weiss	Robert Todd Maurice McCann (sp)	Chas P. Manship J. L. Lusk (bm) Alvin Shoaler (cm)	Herbert Benjamin H. T. Pritchard (n) Alvi Meyer (cl)	W. Cabell
	State-Times (e) 9,459 Combined daily (me) 11,567	.... .06	.... .041	(D) (AP) (26)	Chas. P. Manship	Chas. P. Manship Herbert Plummer	I. B. Ogden Nat Sheets (sp)	Chas. P. Manship J. L. Lusk (bm) Theo. Bauduoin (cm)	Herbert Benjamin H. T. Pritchard (n) Alvi Meyer (cl)	W. Cabell
CROWLEY 8,000	Signal (e) 1,465	.18	.18	(I) (AP) (J)	W. W. Duson, Jr.	W. W. Duson, Jr.				H. P. Hebert
LAFAYETTE 10,000	Advertiser (e) 3,225	.03	.03	(I) (AP) (J) (79)	Advertiser-Gazette, Inc.	Thos. M. Callahan Will F. Candler	Will F. Candler Paul Elmer (sp)	Thos. M. Callahan S. Mouton (bm) Horace Forey (cm)	Scranton Mouton	O. A. Fournet
LAKE CHARLES 13,846	American-Press (e) 6,012	.04	.03	(D) (AP) (177-96)	American Press Co., Ltd.	Frank A. Smith	R. R. Faxon Joe Booze (sp)	Frank A. Smith M. Johnson (cm)	A. S. Harris Van M. Andrus (n)	Arthur T. Hayes
MONROE 30,000	News-Star (e) 9,157x	.05	.03	(D) (AP) (INS) (J) (94)	C. E. Faulk	C. E. Faulk Chas. A. Hazen	H. H. Brinsmade M. Hollingsworth (sp)	C. E. Faulk J.W.Worthington(bm) T. W. Shannon (cm)	R. L. Burnett C. F. Worthen (n) M. E. Tarver (cl)	E. B. Naylor J. A. Boyer (j)
NEW ORLEANS 425,000	Tribune (m) 35,671 Item (e) •61,997 (Sat-e) 54,089 Combined daily (me) 97,668 Sunday edition (S) 79,845 (•Indicates a 5 day average.)	.10 .15 .15 .20 .18	....	(I-D) (AP,UP,UN,CP,INS) (mer) (†) (J) (E) (116)	James M. Thomson	Marshall Ballard Clarke Salmon	R. B. Pixley (e) Fred Coburn (m) Fred Digby (sp) Don Higgins (Su)	A. C. Newmyer P. J. Thomson (bm) Chas. Namais (cm)	C. W. Hancock L. R. Jalenak (n) A. J. Neville (cl)	Paul J. Thomson Wm. Hayden (j)
	Journal of Commerce (m)	.089	....		New Pub. Co.	W. L. Kidston				
	States •(e) 52,596 Saturday edition (e) 41,316 Sunday edition (S) 89,495 (•Indicates a 5 day average.)	.13 .13 .16	.08 .08 .09	(D) (AP,INS,US) (†) (22) (E)	Robert Ewing	J. Walker Ross	J. E. Crown Harry Martinez (sp) J. E. Crown (Su)	P. K. Ewing J. R. Fisher(act.bm) C. J. Goehringer(cm)	J. L. Ewing I. Weinstein (cl)	J. B. Ducos
	Times-Picayune (m) 92,157 Sunday edition (S) 128,689	.18 .22	....	(I) (AP,NYW,CT,UP,NANA, (•Su) (mer) (†) (J) (E) (44)	Times-Picayune Pub. Co.	L. K. Nicholson Martin T. Durkin	L. R. Brooks Wm. McG. Keefe(sp) C. P. Jones (Su)	L. K. Nicholson John F. Tims, Jr.(bm) J. M. Black (cm)	L. F. Blackburn Roland Ladrept (n) A. J. Combe (cl)	
RUSTON 3,389	Leader (e)	.018	....	(d)	Savey M. Lewis					
SHREVEPORT 80,000	Journal (e) 20,638x	.07	.07	(D) (AP,CP) (J) (94)	D. Attaway			Homer T. Cox (cm)		
	Times (m) 38,579x Sunday edition (S) 51,721x	.09 .12	....	(D) (AP,US) (†) (22)	Robert Ewing John D. Ewing (Asso.)	Albert Witt (me)	Paul Evanstad Joe R. Carter (sp) T. H. Ewing (Su)	John D. Ewing L. A. Mailhes (bm) Michael Cohen (cm)	R. D. Holt Miss A. J. Gregg (n) Mrs. Jeanne Starr (cl)	

MAINE

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
AUGUSTA 16,000	Kennebec Journal (m) 11,323	.065	.04	(E) (AP) (J) (121)	Kennebec Journal Co.	John V. Lane	Clyde Metcalf Dan Berran (sp)	C. F. Flynt L. D. Flynt(asst cm) Ed. Bryon (cm)	L. M. Hart L. D. Flynt (n) John Conant (cl)	O. Kimball Osma L. Sumner (j)
BANGOR 26,644	News (m) 29,997	.075	....	(R) (AP) (†) (144)	J. Norman Towle	J. Norman Towle	Lawrence T. Smith L. T. Smith, Jr.(sp)	Walter B. Reed Freeman Lander (cm)	Walter B. Reed E. N. Merrill (cl)	Henry P. Welch
	Commercial (e) 21,412	.05	.04	(I) (AP) (J) (121)	J. P. Bass Pub. Co.	O. L. Hall	O. Shepard R. Collins (sp)	H. F. Ross A. I. Babb (bm)	A. I. Babb	Fred King C. Wilcox (j)
BATH 17,202	Times (e) 2,003	.015	....	(R) (AP) (J) (121)	Times Co.	Harry C. Webber	Arthur K. Purington E. A. Stover (sp)	Frank B. Nichols M. C. Stewart (cm)	Frank B. Nichols M. C. Stewart (cl)	E. R. Wright Frederic Edney (j)
BIDDEFORD 25,000	Journal (e) 5,350	.025	.022	(I-R) (AP) (J) (121)	Journal Pub. Corp.	R. F. Wormwood	M. J. Twomey	James A. Cook		W. H. Harmon C. W. Watson (j)
LEWISTON 34,075	Sun (m) 17,761 Journal (e) 12,633 Combined daily (me) 30,394	.... .10	.... .075	(I) (AP) (121) (R) (AP) (121)	Lewiston Sun, Inc.	Geo. W. Wood (m) A. G. Staples (e) G. E. Wood (me)	N. W. Benner (m) D. S. Dexter (e) Ray Shaw (sp-m) N. Thomas (sp-e)	L. B. Costello Frank S. Hoy (bm) A. L. Rienan (cm)	Frank S. Hoy Ralph Whittum (cl)	
PORTLAND 70,000	Press Herald (m) 36,612 Express (e) 25,861 Combined daily (me) 62,473 Sunday edition (S) 38,867	.... .16 .12	.... .11 .075	(I) (AP,INS) (†) (121)	Portland Me. Pub. Co. Guy P. Gannett (Pres.)	H. M. Bigelow (m) Fred K. Owen (e) Nathaniel E. Gordon (news-ed)	F. E. Cousins (m) P. A. Bachelder (e) W. C. Cornish(sp-m) Edw. D. Small(sp-e) A. M. Goodwin (Su)	Roy L. Wardwell Edw. Humphrey (asst-gm) Ralph E. Gray (cm)	D. R. Davis H. S. Beverage (cl)	Arthur L. Merrill
	News (e) •new daily	.07	.07	(I) (UP) (•New daily started on October 3rd, 1927)	C. H. Tobey	Ernest Gruening D. W. Hoegg	C. W. Giddings A. C. Buck (sp)	D. W. Minster (cm)	W. R. Pennell	
WATERVILLE 14,424	Sentinel (m) 6,362	.03	.03	(I) (AP) (121)	Gannett Pub. Co.	Frank W. Manson	H. D. Teague E. Talberth	C. A. Lewis (bm)		C. R. Fitch

MARYLAND

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ANNAPOLIS 14,000	Capital (e) 2,575	.025	.021	(D) (AP) (J)	Capital Gazette Press Inc.	Francis O. White, Jr. Harry G. Carroll	Francis O. White, Jr. Elmer Jackson (sp)	Harry G. Carroll J. B. Moore (cm)		M. De Conway
BALTIMORE 800,000	American (m) 61,305 (S) 174,483	.15 .35	.07 .174	(I) (US,AP)	John Elmer	E. C. Deland (me)	R. J. Sybert Starr Matthews (sp) J. G. Nelson (Su)	M. Hallowell (bm) C. B. Julian (cm)	B. T. Dillon L. Baum (Su) B. T. Dillon (n) C. C. Armstrong (cl)	M. Hallowell
	News (e) 145,011 Combined daily (me) 206,316	.30 .45	....	(INS,AP) (†) (J) (E)	John E. Cullen	W. M. Baskervill	Andrew Banks Roger Pipin (sp) E. C. Deland (Su)	M. Hallowell (bm) C. B. Julian (cm)	H. E. McManus J. R. Reigle (n) C. C. Armstrong (cl)	M. Hallowell
	Post (e) 90,458	.22	....	(I) (UP) (†) (E)	Baltimore Post Co.	Harold D. Jacobs A. J. Brashears, Jr.	James C. Mullikin J. Lester Scott (sp)	W. G. Chandler J. Clare Flagg (bm) Nathan Sherry (cm)	Urban J. Kraemer W. H. Gladmon (n) A. R. Rivkin (cl)	
	Sun (m) 126,266 (e) 125,502 Combined daily (me) 251,768 (S) 196,611	.... .45 .45	.16 .14 .... .23	(I) (AP,UP,CP) (•Sun) (E)	A. S. Abell Co. Paul Patterson (pres.)	John W. Owens (m) Hamilton Owens (e) S. M. Reynolds (m) J. Edwin Murphy (e)	C. P. Trussell (m) C. B. Ernest (e) W. A. Briggs (sp-m) E. P. Menton (sp-e) H. L. Cooling (Su)	W. F. Schmick (bm) C. O. Reville (cm-m) E. P. Kavanaugh (cm-e)	Walter K. Wall J. W. Dove (n) H. J. Moehlman (cl)	L. F. Fries

FIRST in the SOUTH

Supreme in the South again! The Times-Picayune again leads the South in volume of paid advertising

18,765,860 lines of paid advertising, The Times-Picayune's total in 1927, again tops all Southern newspaper records for the year! It was greater by 1,217,610 lines than the second Southern newspaper's total, and greater by 7,839,506 than the second New Orleans newspaper's total.

Only Times-Picayune service to readers and Times-Picayune results to advertisers could sustain such a record of leadership, year after year. Only a great newspaper in a great market could have made The Times-Picayune's record in 1927!

The Times-Picayune alone in New Orleans increases its volume of local advertising

Display advertisers in New Orleans used more space in The Times-Picayune during 1927 than ever before in its history. More, by 320,850 lines, than they used in 1926 and more, by 4,072,997 lines, than was used in any other New Orleans newspaper during the year. And The Times-Picayune was the only New Orleans newspaper to publish more local display advertising in 1927 than in 1926.

The Winning Three — Circulation, Co-operation and Reader Interest

The unbeatable combination of dominant circulation, more loyal and responsive reader interest and more thorough, effective co-operation with the advertiser has made The Times-Picayune the first and, most of the time, the exclusive choice of advertisers—both local and national. National advertisers, particularly, find The Times-Picayune's Merchandising Department invaluable aid in obtaining maximum results from their advertising investment in the New Orleans market.

Every year finds an increasing number of advertisers using the more economical plan for winning and holding the New Orleans market—concentration in its best paying advertising medium

How The Times-Picayune Leads the New Orleans Field in Advertising

	The Times Picayune	Second Paper	Third Paper	Fourth Paper
Amusements	247,972	238,721	241,283	168,129
Auction Sales (Classified)	470,968	204,586	8,601	116,753
Automobiles, Passenger and Trucks	731,246	417,832	300,027	57,722
Automobile, Tires and Accessories	323,201	271,596	178,910	99,146
Automobiles, Undisplayed (Classified)	396,887	219,424	211,982	153,473
Building Material	200,080	80,459	70,375	31,122
Candy and Gum	16,425	14,761	8,052	11,991
*City Printing		32,735		644,692
Classified Advertisement	1,557,503	722,400	478,464	565,415
Department Stores	3,146,382	2,155,946	2,236,000	858,305
Druggists	162,972	106,410	61,352	44,210
Financial	598,378	373,156	319,131	390,780
Food Stuffs	1,095,741	365,528	226,156	664,079
Furniture	1,070,991	465,532	455,026	136,129
Homesteads	203,255	130,654	103,416	49,039
Hotel, Restaurants and Resorts	359,459	132,492	134,511	106,494
Household Articles	319,752	194,187	109,235	128,916
Jewelry	289,594	130,201	186,513	42,340
Men's Furnishings	739,560	389,908	302,691	212,158
Miscellaneous Display	1,111,105	956,674	848,911	573,152
Motion Pictures	318,078	232,075	228,329	193,003
Musical	408,841	209,538	220,391	59,708
Non-Intoxicating Beverages	91,963	62,188	47,514	55,957
Office Appliances	113,377	35,118	26,863	31,409
Proprietary Medicines	181,395	164,454	461,138	67,457
Publications	44,433	38,784	34,677	35,838
Radio	156,958	111,971	70,027	49,550
Railroads and S. S. and Travel	378,141	233,190	194,008	229,992
Real Estate (Classified)	1,883,092	844,135	340,455	410,500
Schools and Colleges	22,827	10,793	9,704	6,165
Shoes, Men	78,953	35,490	17,837	11,415
Shoes, Women	158,352	57,338	36,072	27,068
Special Editions	98,083	100,863	15,558	18,367
Special Pages	258,571	420,959	411,726	126,948
Tobacco	256,192	135,475	135,660	174,185
Toilet Goods	328,307	175,130	121,239	130,147
Women's Wear	946,826	488,385	232,979	77,178
TOTAL	18,765,860	10,959,089	9,084,817	6,758,932

* City Printing published by two papers only on low bid contract.

The Times-Picayune

In New Orleans

Daily 92,157 **Sunday 128,689**

Member 100,000 Group of American Cities, Inc.
Member Associated Press

Representatives: CONE, ROTHENBURG AND NOEE, Inc.
Pacific Coast Representatives: R. J. BIDWELL CO.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MARYLAND (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CAMBRIDGE 8,000	Banner (e) 1,420	.02	.02	(D) (AP) (59)	Webb & Webb	P. Watson Webb	Mary Woolen	R. W. Webb E. R. McNamara (cm)		Marion Hart Gerald Frazier
CUMBERLAND 34,810	News (m) 10,086x (S) 9,480x	.04 .04	....	(AP)	Daily News Co.	H. S. Hayward W. W. Brown		Chas. W. Donnelly (cm)		
	Times (e) 14,683x (S) 10,828x	.06 .06	....	(D) (AP) (J)	Joseph B. Finan	Joseph B. Finan	F. L. Carl M. F. Prendergast (sp) August T. Brust (me)	Joseph B. Finan J. K. Mooney (cm)	W. J. Wilkinson G. C. Snyder (cl)	J. K. Mooney
FREDERICK 12,036	News (e) 4,889	....	....							
	Post (m) 4,023 Combined daily (me) 8,912	.... .035	....	(AP)	Gt. So. Ptg. and Mfg. Co.	Robert E. Delaplaine Wm. T. Delaplaine				
HAGERSTOWN 25,000	Globe (e)	.025	....	(INS)	Globe Pub. Co.	L. D. Emmert		J. L. C. Sunday L. D. Emmert (gm) R. L. Hienbarger (bm)		
	Herald (m) 5,282x Mail (e) 7,867x Combined daily (me) 13,149x	.... .05	.... .036	(R) (D) (AP) (J)		C. N. Baylor (m). J. A. Hawkin (e)	Frank Colley (sp-m) J. G. Hager (sp-e)	S. E. Phillips F. Woltz (cm)	J. S. Hade N. I. Martin (n) W. J. Santman (cl)	R. N. Startzman
SALISBURY 11,500	Times (e) 3,016	.025	.02	(D) (AP) (J)	News Publishing Co.	Charles J. Truitt Alfred T. Truitt	Charles J. Truitt	Alfred T. Truitt J. K. Heester (cm)	Alfred T. Truitt J. K. Heester (cl)	W. S. Dougherty

MASSACHUSETTS

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
AMESBURY 11,229	News (e) 2,600	.018	....	(I) (J) (4)	Amesbury Pub. Co., Inc.	Edward J. Graves	Edward J. Graves H. Boothroyd (sp)	Chester S. Coffin Ernest R. Coffin (bm)	Ernest R. Coffin Thos. F. Coffin (cl)	Thos. F. Coffin Ernest R. Coffin (j)
ATTLEBORO 23,019	Sun (e) 5,553x	.035	.025	(I) (AP) (J) (79)	John H. Vallette	Charles C. Cain John H. Vallette	F. P. Feeney E. G. Berthold (sp)	John H. Vallette L. S. Leeds (cm)	Harold A. Millard G. B. Gay (cl)	Albert A. Penney Robert Belcher (j)
BEVERLY 22,685	Times (e) 5,174	.036	....	(R) (144)	Thomas Leavitt	Thomas Leavitt				
BOSTON 779,620 (corp) 1,808,845 (met)	Advertiser (m) 190,914	.30	.20	(I) (AP,INS,US) (E) (27)	Col. Frank Knox	John J. Fitzpatrick	W. L. Dougherty Steve Mahoney (sp)	J. F. Cullen (bm) Malcolm S. Lunn (cl)	Walter L. Thomas (adv-dir) Wm. D. Nugent (n) T. R. Longcope (cl)	
	Sunday Advertiser (S) 510,195	.75	....	(I) (AP,INS,US) (†) (E) (20-102-45)	Col. Frank Knox	John K. Gowen, Jr.	Bert Ford W. C. Nickerson (sp) J. K. Gowen, Jr. (su)	J. F. Cullen (bm) M. S. Lunn (cl)	W. L. Thomas (adv-dir) S. B. Chittenden (n) T. R. Longcope (cl)	
	American (e) 301,689	.50	....	(I) (AP, INS, US) (†) (E) (20-102-45)	Col. Frank Knox	Edward R. Mahoney	Robert J. Gillis Nich. Flatley (sp)	J. F. Cullen (bm) Malcolm S. Lunn (cl)	W. L. Thomas (adv-dir) S. B. Chittenden (n) T. R. Longcope (cl)	
	Christian Science Monitor (e) 112,960 One Regional edition Two Regional editions	.60 .45 .30	.40 .30 .20	(I) (AP) (†) (J) (E) (28a-58a-33a)	Christian Science Pub. Society	Christian Science Monitor Editorial Board Roland R. Harrison	Paul S. Deland G. M. R. Holmes (sp)	Chas. E. Heitman H. A. Johnson (cm)	Norman S. Rose	Berton G. Wands (j)
	Globe (m) 135,987 Globe (e) 157,516 Combined daily (me) 293,503 Sunday edition (S) 329,546	.... .50 .55	....	(I) (AP,NYW) (†) (E) (142-186-104)	Globe Newspaper Co.			Wm. O. Taylor (bm) C.A. Rumble, Jr. (cm)		
	Herald (m) 111,933 Traveler (e) 151,032 Combined daily (me) 262,965 Sunday Herald (S) 130,091	.... .50 .40	....	(R) (AP,UP,NYT) (mer) (J) (E) (116)	E. W. Preston	Robert Lincoln O'Brien		E. W. Preston F. W. Worsley (cm)		
	News Bureau (m) ..... News Bureau (e) ..... Combined daily (me) 11,369	.... .35	.... .35	(UP)	C. W. Barron	C. W. Barron H. M. Cole		Guy Bancroft T. F. Lyons (cm)	Guy Bancroft	J. H. Kelly
	Post (m) 404,661 Sunday edition (S) 344,564	.60 .60	.40	(I-D) (AP,UP) (J) (E) (97-15)	Richard Grozier	Richard Grozier Clifton B. Carberry	Edward J. Dunn H. G. Reynolds (sp). C. E. L. Wingate (Su)	W. A. Grozier (bm). E. J. Maguire (cm).	Alfred H. Marchant Earl K. Woodman (n).	Joseph D. Hurley C. J. Kelly (j)
	Transcript (e) 33,054 Saturday edition (sa) 49,926	.20 .30	.20	(I-E) (AP) (63-15)	Boston Transcript Co.	Henry T. Claus George S. Mandell	Frank C. Bowker A. L. Fowler (sp) George Carens (sp)	L. M. Hammond L. M. Hammond, Jr. (cm)	W. F. Rogers T. P. Mandell (cl)	Fred Young
BROCKTON 66,000	Enterprise (e) 23,667	.075	.065	(I) (UP) (121)	Enterprise Pub. Co.	S. H. Rich D. M. Travis (news).	Robert E. Riordan James H. Burke (sp)	Chas. L. Fuller (bm). A. B. Carleton (cm)	W. D. S. Shields	W. W. Adams
	Times (e) 11,534x	.045	....	(AP) (†) (92)	John D. Bogart	John D. Bogart Chas. A. G. Jackson.	James M. Durant Frank Regan (sp)	John D. Bogart W. N. Churchill (bm) Cyrus Favor (cm)	Ernest Lawson Ira Thomas (cl)	Richard Gould
CHELSEA 47,052	Record (e) 3,635	.019	.01	(I) (UP) (none)	Sammuel H. Robie		Herbert D. Hancock	Sammuel H. Robie P. H. Carroll (cm).	Herbert D. Hancock Gladys M. Cotter (n).	Benj. Zalger
CLINTON 14,180	Item (e) 2,768	.015	.015	(I) (INS) (J) (121)	W. J. Coulter Press, Inc.	H. F. Hurtwell		C. C. Coulter		C. C. Coulter (j)
EVERETT 42,900	Tribune (e) 1,500	.03	.025	(I) (INS) (52)	Edward C. McAdams	Edward C. McAdams				
FALL RIVER 130,000	Globe (e) 10,295	.04	.035	(I) (AP) (E) (121)	Ed. F. Gans	Alan J. Daniels (me).	Frank W. Healey F. J. McGrath (sp).	Jas. E. Hennessey	John P. Riley	Chas. P. Hathaway
	Herald-News (e) 22,108x	.08	.06	(I) (AP,UP) (†) (E) (97)	C. F. Kelly	E. D. Toohill	E. J. Leary Thos. Brindley (sp).	E. D. Tochill B. F. Hathaway (bm) W. H. Cooper (cm)	C. E. Sevigny D. C. Stuart (n) T. A. O'Donnell (cl).	
FITCHBURG 43,609	Sentinel (e) 11,979	.045	.029	(I-R) (AP) (J) (121)	Sentinel Ptg. Co.	George H. Godbeer	Dennis T. Mulcahy	Frank C. Hoyt (bm). E. G. Wellington (cm)	Allan C. Inman E. G. Wellington (cl).	W .R. Rankin Frank C. Hoyt (j)
FRAMINGHAM 21,072	News (e)	.025	....	(I-R) (d) (144)	News Pub. Co.					
GARDNER 18,730	News (e) 4,352	.025	.021	(I) (AP) (121)	Walter E. Hubbard	Walter E. Hubbard	Joseph K. Colton Thos. F. Flynn (sp).	S. W. Rogers R. C. Carlson (cm)	S. W. Rogers	A. J. Lajole
GLOUCESTER 22,947	Times (e) 7,364x	.035	....	(I-R) (144)	Times Co., Inc.	Fred E. Smith		Wm. A. Procter (bm) Lester K. Brown (cm)		
GREENFIELD 15,461	Recorder (e) 4,200	.03	.021	(I) (AP) (J) (121)	Recorder Co.	William P. Gorey John W. Haigis	William P. Gorey Norman L. Corwin (sp).	John W. Haigis Frank Garcia (cm)	Edward J. McHugh Caroline Koch (n). B. Z. Stebbins (cl).	F. B. McGrath John Strehle (j)

The BALTIMORE NEWS is *indispensable* to the advertiser entering or strengthening his position in the Baltimore market.

Advertising and circulation records for the year 1927 furnish positive evidence of the accuracy of this statement.

Circulation Gains

A. B. C. Publisher's Statements of average net paid circulations for 6-month period ending Sept. 30, 1927

BALTIMORE NEWS . . .	145,011	*Gain over* 1926 23,597
Second Evening Paper . .	125,502	*Gain over* 1926..... 2,572
Third Evening Paper . . .	90,458	*Loss over* 1926.....23,267

Advertising Gains

for 12-month period ending Dec. 31, 1927

NATIONAL ADVERTISING	LOCAL ADVERTISING
BALTIMORE NEWS gained 199,641 lines	BALTIMORE NEWS gained 277,117 lines
Second Evening Paper lost 96,206 lines	Second Evening Paper lost 406,737 lines
Third Evening Paper Gained 4,401 lines	Third Evening Paper lost 283,836 lines

Representatives:

RODNEY E. BOONE

General Manager National Advertising

9 East 40th Street, New York

Detroit	Chicago	Atlanta	Rochester	Boston	San Francisco	Los Angeles
FRANKLIN S. PAYNE Book Tower	A. T. CHAPECK 932 Hearst Bldg.	K. J. NIXON 82 Marietta Street	FRED DRUEHL 136 St. Paul Street	LESLIE F. BARNARD 5 Winthrop Square	CONGER & MOODY Hearst Bldg.	CONGER & MOODY 117 W. 9th St.

The* BALTIMORE NEWS *has the largest circulation of any daily paper in the South

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MASSACHUSETTS (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
HAVERHILL 56,000	Gazette (e) **16,213**	.06	.043	(I-R) (AP) (†) (63)	Robert L. Wright		William H. Heath C. I. Somerby (sp)	Wm. J. Page (bm) Jos. A. Fareta (cm)	Fred B. Fuller Thornton E. Pike (cl)	Duncan Piggott
	Sunday Record (S) 12,990	.05	.04	(R) (J) (none)	Record Pub. Co.	Lewis R. Hovey	Ray L. Horsch	Lewis R. Hovey C. Maynard (cm)	N. W. Beane	C. N. Pingree
HOLYOKE 60,203	Transcript-Telegram (e) 16,524	.065	....	(I-R) (UP INS) (121)	Transcript, Inc.	Wm. G. Dwight				
HUDSON 8,130	Sun (e) 1,588	.04	....	(I) (UP,INS) (121)	Allan Markley	Allan Markley	Joseph Christy	Allan Markley L. T. Sheltry (bm)	Joseph Dyson Oscar J. Zettler (n) Jos. H. Dyson (cl)	John J. Fahey
	(Hudson Sun sold only in combination with Marlboro Enterprise.)									
LAWRENCE 98,000	Telegram (e) 8,706	.05	....	(R) (mer) (J) (E) (12)	Telegram Pub. Co.					
	Sunday Sun (S)	.05	....							
	Sunday News (S) 12,867	.05	....	(INS) (J) (88)	News Pub. Co., Inc.	John J. McKone	Bernard J. Keaveny (sp)	J. J. Wrinn (bm) A. MacCannell (cm)	John J. McKone	W. J. LaBelle
	Eagle-Tribune (m) **2,008**	....	....	(D) (AP) (†) (J) (25)	Hildreth & Rogers Co.	George A. Mellen Irving E. Rogers	John A. O'Hearn T. D. Mann Wm. P. Peters (sp)	Alex. H. Rogers F. R. Brailsford (cm)	Charles T. Schueler David M. Kimel (cl)	Wm. P. Pederick John J. Ragan (j)
	Evening edition (e) **21,901**	....	....							
	Combined daily (me) **23,909**	.08	.061							
LEOMINISTER 22,120	Enterprise (e) 4,037	.02	....	(R) (AP) (J) (121)	Enterprise Co.	Nathan H. Gist		Walter N. Howe	Walter N. Howe	A. R. Griffin Geo. S. Gibson (j)
LOWELL 110,290	Courier-Citizen (m) 16,435	....	....	(I) (AP) (25)	Courier-Citizen Newspaper Co.	Philip S. Marden A. L. MacKinnon	Willis Beane (m) Chas. Gallagher (e) Robt. Paradise (sp)	William G. Spence Albert E. Holdsworth (cm)	S. Foster Whipple Wm. O'Connell (cl)	
	Leader (e) 4,099	....	....							
	Combined daily (me) 20,534	.07	.07							
	Sun (e) 19,873	.07	....	(D) (AP) (121)	John H. Harrington					
	Sunday News (S) 12,013	.05	....	(I) (J) (79)	Leo T. Mower					
	Sunday Telegram (S) 17,148	.06	.055	(I) (167-5-131)	B. L. Pouzzner	John A. Lamberton	Frank E. MacLean (sp)	B. L. Pouzzner	Thos. R. Atkinson A. G. Nickles (cl)	James J. Cronin
LYNN 103,081	Item (e) **16,831**	.045	.045	(R) (AP) (121)	Hastings & Sons Pub. Co.	Chas. A. Hastings Harold D. Valpey	Albert H. Pashby Charles McGhee (sp)	Charles Hastings	Charles Hastings	Everett C. Condon
	Telegram-News (e) **17,222**	.05	.072	(I-D) (INS,UP) (E) (12)	F. W. Enright	F. W. Enright Geo. E. Sprague	John J. O'Brien H. L. Southward (sp)	F. L. Twomey Fay Wright (cm)	W. E. Buckingham	
	Sunday edition (S) **17,189**	.05	....							
MALDEN 50,877	News (e) 9,647	.05	....	(P-R) (79)	F. A. Bayrd	F. A. Bayrd				
MARLBORO 18,590	Enterprise (e) 3,673	.04	....	(121)	Allan Markley	Allan Markley	Robt. H. Wilcox Edw. S. Murphy (sp)	Allan Markley (bm) Leon T. Sheltry (cm)	Oscar J. Zettler	John J. Fahey
	(Marlboro Enterprise sold only in combination with Hudson Sun.)									
MEDFORD 52,000	Mercury (e) new daily	.035	....	(UP) (none)	Medford Pub. Co.	Sam'l Sayward	Jas. D. P. Wingate (gm)			
MELROSE 18,204	News (e)	.018	....	(I) (none)	W. D. Leahy					
MILFORD 13,471	News (e)	.025	....	(I) (INS) (121)	W. D. Leahy					
NEW BEDFORD 125,000	Mercury (m) **8,959x**	....	....	(I) (AP) (*Su) (mer) (E) (63)	Mercury Pub. Co.	Z. W. Pease	Linc. B. Soule			
	Standard (e) **23,760x**	....	....							
	Combined daily (me) **32,719x**	.10	.107	(I) (AP) (*Su) (mer) (E) (63)	E. Anthony & Sons, Inc.	Cooper Gaw Geo. H. Hough	Geo. A. Hough, Jr. H. H. Williamson (sp)	Benj. H. Anthony Jas. T. Murray (bm) B. E. Howland (cm)	J. Maxim Ryder	Wm. T. Rogers
	Sunday edition (S) **29,068x**	.10	....							
	Times (e) **21,373x**	.06	.045	(I) (UP,INS) (†) (E) (167-44)	William J. Dunn	James Dunn F. I. Prentice	F. I. Prentice O. Epstein (sp)	Joseph P. Dunn S. N. Rosoff (cm)	Theo. H. Frazier I. G. Murphy (cl)	Eugene Sweeney
NEWBURYPORT 15,784	News (e) **5,526x**	.03	.03	(I-R) (J) (144)	News Pub. Co., Inc.	Fred E. Smith	James E. Mannix Edward Mason (sp)	Edward E. Hicken	Edward E. Hickin	Nathan D. Rodigass Calvin Lawler (j)
NORTH ADAMS 23,000	Transcript (e) **10,481**	.04	.04	(I) (AP) (121)	James A. Hardman	James A. Hardman	Patrick J. Ryan S. N. Schouler (sp)	James A. Hardman D. T. Williams (cm)	Charles G. Gatslick Clarence Miller (cl)	Joseph T. Lilly
NORTHAMPTON 24,145	Gazette (e) **7,368**	.03	.0225	(R) (AP) (121)	H. S. Gere & Sons, Inc.	Collins H. Gere	Joseph M. Lyman	Harriet W. DeRose A. F. Malley (cm)	Harriet W. DeRose Agnes F. Malley (cl)	Thomas F. Flynn
NORTH ATTLEBOROUGH 10,500	Chronicle (e) 2,242	.018	.018	(R) (J) (144)	Chronicle Co.	Joseph W. Martin, Jr.	Chas. F. Martin Earle Swallow (sp)	Jos. W. Martin, Jr. James Smith (cm)	Charles F. Martin Grace Ward (cl)	Elmer Stewart W. A. Brackett (j)
PITTSFIELD 46,877	Berkshire Eagle (e) **18,308**	.055	....	(R) (AP) (none)	Kelton B. Miller	Kelton B. Miller D. J. Haylon	John M. Flynn	Donald B. Miller George Fisher (cm)	Frank Couch M. D. Conroy (n)	Leroy Powell
QUINCY 47,876	Patriot-Ledger (e) 11,486	.055	....	(AP) (J) (25)	Geo. W. Prescott Pub. Co.	Geo. T. Magee Oscar L. Stevens	Clarence L. Moody Percy Lane (sp)	Russell C. Low W. H. Whitney (bm)	Hugh H. Boyd Alfred R. Newall (n)	Leroy F. Dyer (j)
SALEM 46,782	News (e) **21,406x**	.07	.071	(I) (AP) (121)	News Pub. Co.		W. B. Porter H. A. Sullivan (sp)	Harry E. Flint W. S. Perry (cm)	W. S. Perry	W. F. Somes
SOUTHBRIDGE 15,000	News (e) 2,750	.021	.021	(I) (UP) (J) (none)	Charles H. Tobey	R. R. Baker	R. R. Baker	Charles H. Tobey W. W. Townsend (bm) I. Mathieu (cm)	J. A. Loiselle W. W. Townsend (n)	W. J. Shepard
SPRINGFIELD 148,402	Republican (m) **22,601**	....	....	(I) (*S) (AP) (97)	Richard Hooker	Waldo L. Cook Howard K. Regal	Wm. H. Walsh F. J. Collins (sp)			
	News (e) **40,586**	....	....	(I-D) (mer) (AP,INS) (97)		John B. Callaghan	John B. Callaghan Francis J. Collins (sp)			
	Union (m) **35,410**	....	....	(B) (AP,CP) (*S) (†) (E) (97)	Union Newspaper Co.	Henry B. Russell Maurice W. Dickie	Maurice W. Dickie		William M. Hatch Victor N. Wall (sp)	Henry N. Bowman (bm)
	Union (e) **32,494**	....	....							
	Combined daily (me) **131,091**	.28	....							
	Sunday edition **66,546**	.21	....							
TAUNTON 39,286	Gazette (e) **9,275x**	.035	.025	(I-R) (AP,UP) (†) (121)	Wm. Reed & Sons Co.	James N. Lincoln William H. Reed	John A. Owens W. F. Mason (sp)	William H. Reed R. W. MacGlashing (cm)	William H. Reed G. Donald Guthrie (cl)	Wm. H. Reed
WAKEFIELD 16,500	Item (e) 3,302	.025	.025	(I) (J) (91)	Harris M. Dolbears	Gardner E. Campbell	G. E. Campbell S. Urquhart (sp)	Gardner E. Campbell A. M. Brown (cm)	Gardner E. Campbell	Paul W. Mortimer
WALTHAM 37,000	News-Tribune (e) 7,290	.035	.03	(I-R) (AP,UP) (J) (121)	A. P. Langtry	A. P. Langtry Edwin A. Lowe	Edwin A. Lowe P. I. Shain (sp)	A. T. Skakle (bm) J. M. Kohler (cm)	R. G. Conner	P. J. Beck F. Gray (j)
WEBSTER 17,983	Times (e) 2,904	.02	.02	(I) (INS) (J) (121)	R. W. Sheldon	L. J. Daly	L. J. Daly Carl Lorenz (sp)	R. W. Sheldon Otto M. Pichler (cm)	E. T. Anderson R. W. Sheldon (n) E. T. Anderson (cl)	F. I. Love
WOBURN 18,000	Times (e) 3,850	.025	.025	(I) (J) (121)	James D. Haggerty	James D. Haggerty	Michael J. Curran John J. Walsh (sp)	James D. Haggerty William H. Howe (cm)	James D. Haggerty Clara Coakley (cl)	Frank O'Brien James D. Haggerty (j)

Daily Net Paid **404,661**

Daily Net Paid **404,661**

Daily Net Paid **404,661**

Daily Net Paid **404,661**

The Boston Post

1927 Proved the Boston Post's

GREATEST

Year in Display Advertising

1927 Showed, for the Post, a

GAIN

Of More Than 70,000 Lines Over 1926 (Our Previous Record Year)

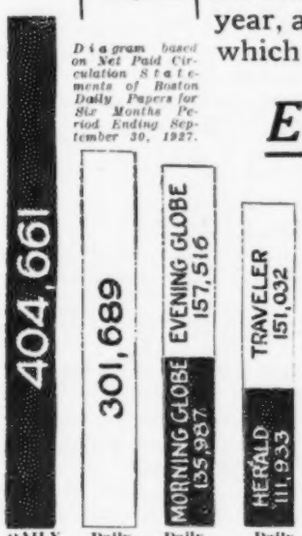
Dual Recognition of the Pulling Power of Boston Post Circulation

Daily Net Paid **404,661**

Daily Net Paid **404,661**

By rolling up the record total of 11,825,462 agate lines in Display Advertising for 1927, the Boston Post thus sets its new high water mark over any previous year, as well as showing the impressive gain of 71,263 display lines over 1926, which was also a record-making year.

Diagram based on Net Paid Circulation Statements of Boston Daily Papers for Six Months Period Ending September 30, 1927.



Every day the Boston Daily Post sells—

102,972 more than the American
111,158 more than the Globe Morning and Evening Combined
253,629 more than the Traveler
292,728 more than the Herald

A BIG GAIN in Net Paid average daily circulation during 1927:
Increase 11,659
(Over Corresponding Period 1926)

This makes The Boston Post a still greater advertising medium.

Sunday Net Paid **344,564**

Sunday Net Paid **344,564**

Sunday Net Paid **344,564**

Sunday Net Paid **344,564**

Sunday Net Paid **344,564**

Leadership in Responsive Circulation Results in Leadership in Advertising Groups

Below are the week-day totals of Display Lineage in representative groups for the year 1927.

	Local Retail Stores	General National	Grocery & Food Products	Radio Advertising	Automobiles (Excluding Used Cars)
Post	5,767,203	2,359,136	1,132,520	365,442	401,386
Globe	4,982,133	1,863,683	957,304	183,114	330,220
Herald	4,893,170	2,186,655	870,580	256,922	340,469
American	2,893,279	1,157,552	692,450	115,976	144,042

These Lineage Figures Are Published as Compiled by the Boston Newspaper Statistical Bureau

The Boston Post

Special Representatives:
Kelly Smith Co., New York, Chicago, Philadelphia, Boston — R. J. Bidwell Co., San Francisco, Los Angeles, Seattle

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MASSACHUSETTS (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	 Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech Supt. Job Supt.
WORCESTER 195,000	Post (e) 29,600x	.10	.075	(I) (AP) (†) (172)	John H. Fahey	Geo. T. Richardson Clarence Wilson	William Larkin Edward Scannell (sp)	James J. Conroy Harold H. Sloan (cm)	Clifford G. Franklin J. J. Sullivan, Jr. (n) W. G. DeRosset (cl)	Martin Casey
	Telegram (m) 44,546x	....	....	(I-R) (AP,INS,CP,US) (mer) (†) (E) (17)	George F. Booth	Capt. R. F. Andrews M. H. Williams (me) A. F. Smith (me) (e) Jos. C. DeWolf (Exec.)	J. H. Guilfoyle (m) F. P. Murphy (m) W. F. Holland (e) Lawrence Huff (sp-m) Pete Duggan (sp-e) George Foxhall (Su)	H. H. Hoffman (adv-dir) C. H. Morse (bm) E. D. Dolbenty (cm)	B. Leroy Woodbury F. R. Twiss (cl)	J. S. Hughes
	Gazette (e) 55,610x	....	....							
	Combined daily (me) 100,156x	.25	....							
	Sunday Telegram (S) 51,532x	.18	....							

MICHIGAN

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech Supt. Job Supt.
ADRIAN 14,000	Telegram (e) 10,237	.04	.03	(I) (AP)	Stuart H. Perry	Stuart H. Perry	W. R. Katz	Stuart H. Perry L. B. Oberlin (bm) F. M. Meyerhuber (cm)	L. B. Oberlin	
ALBION 9,000	Recorder (e) 2,568	.02	.015	(UP) (J) (155)	Press Co.	R. T. Baldwin W. S. Kennedy	M. H. Fall	W. S. Kennedy J. A. Baldwin (bm)	J. A. Baldwin W. S. Kennedy (n) Mary E. Watson (cl)	Phil J. Church
ALPENA 13,500	News (e) 3,655	.025	....	(I) (UP) (169)	News Pub. Co.	Emmet Richards	F. M. Garvey Ray McCullough (sp)	Emmet Richards B. R. Lampe (cm)	A. J. Hanna B. R. Lampe (cl)	Angus Kaminski
ANN ARBOR 27,712	News (e) 10,251x	.05	....	(I) (AP) (†) (100-112)	Booth Pub. Co.	R. Ray Baker (me)	Carl Richmond Mill Marsh (sp)	C. H. McKinley	C. G. Cooke L. W. Lung (cl)	L. J. Lockwood
BATTLE CREEK 50,000	Enquirer & News (e) 13,167	.05	....	(I) (AP) (2)	A. L. Miller	A. L. Miller P. A. Martin	L. C. Sheehan P. A. Martin (Su)	A. L. Miller A. C. Pfander (bm)	J. A. Allen (n) W. C. Melville (cl)	D. W. Olmstead
	Sunday edition (S) 13,314	.05	....							
	Moon-Journal (e) 9,714	.035	.023	(I) (UP) (155)	Moon-Journal Pub. Co.	Geo. B. Dolliver	Paul W. Shafer	N. E. Conine J. H. Vaxter (cm)	R. T. Allan T. J. Giddings (cl)	L. Abbey
BAY CITY 53,498	Times (e) 18,502	.06	....	(I) (AP) (100-112)	Booth Pub. Co.	Chas. S. Thomas	Joseph M. Kerr Glenn McDonald (sp)	Stanley Armstrong (bm) Fred O. Rouse (cm)	Andrew J. Simpson V. A. Meisel (n) Leigh Hudson (cl)	
	Sunday edition (S) 17,637	.06	....							
BENTON HARBOR 18,500	News-Palladium (e) 8,500	.045	.025	(R) (AP) (145a-144)	Palladium Pub. Co.	Stanley R. Banyon L. Robert White	Chester W. Bailey Lawrence Sizer (sp)	Stanley R. Banyon G. Daugherty (cm)	Russel M. Boothby	George Culverhouse
BIG RAPIDS 6,500	Pioneer (e) 2,490	.025	.02	(I) (AP) (J) (155)	Wells F. Harvey	Wells F. Harvey	R. H. Megargle		C. J. Winter	John A. Aalberg
CADILLAC 12,675	News (e) 3,453	.025	....	(I-R) (UP) (†) (J) (155)	T. O. Huckle	T. O. Huckle	Mills Van Valkenberg C. A. Paulson (sp)	T. O. Huckle Ralph Boughner (cm)	C. A. Paulson Evelyn Bensen (cl)	Clarence Huntly
CALUMET 22,379	News (e) 2,682	.036	....	(R) (AP) (J) (144)	Mining Gazette Co.	Chester J. Prideaux				
CHEBOYGAN 6,000	Tribune (e) 3,220	.02	....	(I) (UP) (155)	Cheboygan Pub Co.	M. M. Riggs	M. M. Riggs Gordon Turner (sp)	M. M. Riggs L. B. Garby (cm)	M. M. Riggs L. B. Garby (cl)	
COLDWATER 7,500	Reporter (e) 3,459	.03	.02	(I) (UP) (mer) (J) (155)	Horace Kitchel Estate	H. D. Lansing		H. D. Lansing Xena Vosburgh (cm)	Wm. J. H. Smith	
DETROIT 1,429,271	Free Press (m) 229,294	.40	.275	(I-R) (AP,UP,CT) (*Su) (†) (J) (E) (172-63a)	E. D. Stair	Carlton S. Shier Hal E. Mitchell	Arthur C. Bowman Harry Bullion (sp) Mary Humphrey (Su)	W. B. Lowe (Man. Dir) W. H. Pettibone (gm) E. R. Hatton (cm)	Otis Morse W. B. Lowe (n) Walter Murdock (cl)	Geo. W. Cunningham
	Sunday edition (S) 276,016	.45	.295							
	News (e) 324,239	.50	.0365	(I) (AP,NANA,CDN) (*Su) (mer) (†) (100-112)	Evening News Assn.	Geo. E. Miller W. S. Gilmore	Fred Gaertner H. G. Salsinger (sp) D. J. Kennedey (Su)	H. S. Scott H. Penting (bm) J. C. Montgomery (cm)	H. C. Paterson W. H. Moore (n) L. C. Hanmer (cl)	Sam Johanson
	Sunday edition (S) 346,648	.50	....							
	Times (e) 326,786	.47	.30	(I) (INS,US) (mer) (†) (E) (19-102)	Roger M. Andrews	Jos. A. Mulcahy H. A. Montgomery	J. Manning H. Walker (sp) C. Wagoner (Su)	W. E. Anderman (bm) J. W. Kenney (cl)	H. A. Stretch R. E. Boone (n) A. E. Ball (cl)	
	Sunday edition (S) 322,842	.47	....							
DOWAGIAC 6,000	News (e) 2,243	.02	.013	(I) (UP) (J) (155)	News Co.	John H. Coller Harry H. Whitely		Harry H. Whitely Mary Woodruff (cm)	Fred McKenzie H. H. Whitely (n) Mary Woodruff (cl)	
ESCANABA 15,210	Press (m) 7,058	.04	.04	(I-R) (AP) (†) (J) (155)	John P. Norton	John P. Norton H. K. Rammel	W. J. Duchaine H. K. Rammel (Su)	John P. Norton W. H. Holreth (bm) F. Lindenthal (bm)	R. W. Clark W. Holreth (n) Miss E. Johnson (cl)	W. H. Holreth L. A. Stade (j)
	Sunday edition (S) 7,058	.04	....							
FLINT 152,000	Journal (e) 43,762	.12	....	(I) (AP,UP) (mer) (†) (100-112)	Booth Pub. Co.	J. R. Taylor Geo. D. Perry	LeRoy K. Lawrence Harry Dayton (sp) Earl Davidson (Su)	J. R. Taylor R. W. Taylor (cm)	Lester G. Karr B. M. Baker (n) Frank Becker (cl)	Geo. Crammond
	Sunday edition (S) 39,178	....	....							
GRAND HAVEN 10,500	Tribune (e) 2,603	.02	.015	(I-R) (UP) (J) (155)	Grand Haven Tribune, Inc.	F. M. Church	Mrs. A. Bos C. O. Reed (sp)	E. J. McCall	E. J. McCall	John Pippel E. J. McCall (j)
GRAND RAPIDS 160,000	Herald (m) 34,413	.10	....	(R) (AP) (E) (172)	A. H. Vandenberg	A. H. Vandenberg John Wurz	John Kelly E. W. Dickerson (sp)	A. H. Vandenberg (gm) C. J. Toot (bm)	J. C. Van Norman	
	Sunday edition (S) 32,642	.10	....							
	Press (e) 90,684	.20	....	(I) (AP,UP) (mer) (†) (100-112)	Booth Pub Co.	C. M. Greenway H. B. Stitt	Bert Post R. Bennett (sp)	C. M. Greenway E. J. Siemons (bm) Ted Booth (cm)	H. S. Conlon L. Hodgins (n) A. Lockhart (cl)	E. Haldaman
GREENVILLE 5,200	News (e) 2,077	.02	....	(I-R) (UP) (J) (155)	Independent Press Co.	Paul M. Riddick	D. G. Glascoff (sp)	Paul M. Riddick D. G. Glascoff (bm)	D. G. Glascoff	
HANCOCK 7,527	Copper Journal (e)	.025	....	(I-R) (AP) (J) (96)	Journal Co.	A. S. Ley	H. Finnegan M. Rautiola (sp)		J. H. Gill	T. J. Prince
HILLSDALE 6,026	News (e) 5,111	.035	....	(I) (AP) (1)	Harvey J. Burgess					
HOLLAND 12,183	Sentinel (e) 2,871	.018	....	(UP)	Sentinel Ptg. Co.	Arnold Mulder (news) Chas. H. French (me)		J. Donald French (bm)		
HOUGHTON 4,500	Mining Gazette (m) 6,607	.036	.025	(R) (AP) (J) (144)	Mining Gazette Co.	Merwin W. Youngs				
	Sunday edition (S) 6,607	.036	.025							
IONIA 8,000	Sentinel-Standard (e) 3,389	....	.017	(I-R) (AP) (J) (155)	Fred M. Kidd	Fred M. Kidd	Geo. Banhagel	Dwight Whipple (bm)	Dwight Whipple	F. T. Stevenson
IRON MOUNTAIN 18,000	News (e) 6,596	.04	.025	(I) (AP) (mer) (155)	Iron Mountain Pub. Co.	Frank J. Russell T. J. Masterson	T. J. Masterson Wilbert H. Treloar (sp)	Frank J. Russel W. F. Russell (bm) E. L. Steele (cm)	Jas. E. Patterson W. F. Russell (n) E. L. Steele (cl)	Mox Antonino
IRONWOOD 23,000	Globe (e) 5,826	.035	.035	(I-R) (AP) (†)	Globe Pub. Co.	Linwood I. Noyes Walter C. Janson	H. C. Hunter	Linwood I. Noyes Ed. Verbelst (cm)	Fred J. Sappington Jennie Nyberg (n)	Henry Lindbloom
JACKSON 59,700	Citizen Patriot (e) 28,647	.08	.08	(I) (AP) (110-112)	Booth Pub. Co.	B. M. Wynkoop G. W. Scotford	C. A. Ihrkey	B. M. Wynkoop J. E. Noll (bm) L. H. Kimball (cm)	J. E. Noll Glen Chrow	
	Sunday edition (S) 27,566	.08	....							
	Tribune (m) 5,169	.04	....	(I) (UP) (39)	Tribune Pub. Co.	A. J. Horton	H. E. Osler Kenneth Frank (sp)	J. H. Allen Z. C. French (bm)	H. F. Merrill	G. P. Hammond
KALAMAZOO 68,000	Gazette (e) 28,577x	.08	....	(I) (AP,UP) (mer) (†) (100-112)	Booth Pub. Co.	J. K. Walsh (me)	L. Plasterer J. Hagan (sp)	E. R. Chapman (bm) C. M. Austin (cm)	C. M. Greenway, Jr. Earl Beach (cl)	C. Kloss
	Sunday edition (S) 27,736x	.08	....							
LANSING 80,000	Capital News (e) 12,117x	.045	....	(I) (UP) (163-124)	B. Brewer	B. Brewer Kenneth Duncan	M. Baker L. Slingerland (sp)	J. H. Lawton G. Hammel Ray Forrest (cm)	Geo. Hammel W. R. Martin (cl)	R. Kershaw
	State Journal (e) 40,457x	.12	....	(I) (AP,CP) (112)	State Journal Co.	Glen K. Stimson	Kenneth C. Parks Geo. Alderton (sp) R. V. DeBarry (Credit Mgr.)	Charles N. Halsted Ard E. Richardson (bm) Harry Wooton (cm)	Herbert J. Baker Carl J. Woodruff (cl)	A. M. Jullien (comp) G. V. Sonneborn (p.r.)

$861.75 For Each Man, Woman and Child Worcester, Mass.

93.5% Coverage of the City of Worcester

73.8% Coverage of the Suburban Territory

In Worcester proper is a population conservatively estimating at 204,560. The savings institutions have deposits of $175,797,386.57, which divided among the 204,000 people, gives a per capita savings deposit of $861.75, nearly three and a half times the average of the country. That gives Worcester a per family savings deposit of $3946.81 (4.58 persons per family—1920 census). The surrounding territory, though not quite so prosperous, shows savings deposits per capita of more than double the national average.

The 1470 manufacturing plants of the territory produce a widely varied list of products so that a decline of production in any one line has little effect on the community as a whole.

The average wage paid in 1915 was $650. Today it is $1400, an increase of 115.3%.

In this prosperous city and retail trading territory wages permit the average man to live well and enjoy many of the luxuries of life. His accumulated wealth gives him the ready money to buy what he wants.

In the city of Worcester are approximately 44,663 families and 3000 boarders and roomers. The daily average city circulation of The Telegram-Gazette, 56,785, reaches 93.5% of them.

In the suburban territory are approximately 45,072 families. The daily average suburban circulation of The Telegram-Gazette, 33,302, reaches 73.8% of them.

In the city and retail trading territory are approximately 109,170 families. The daily average circulation of The Telegram-Gazette is 100,156.

Use of The Telegram-Gazette gives the advertiser almost full coverage of the city and adequate coverage of the suburban and retail trading territory.

The constant growth of The Telegram-Gazette circulation and its constantly increasing coverage of the city and suburban territory, testifies to the confidence the public has in this newspaper. It is the only Worcester paper which has as much city circulation as it had March 31, 1922, since which time The Telegram-Gazette has increased its city circulation by 13,975. Advertising patronage has increased accordingly. Numerous letters from local advertisers attest the excellent results they get from The Telegram-Gazette.

This populous, prosperous community can be satisfactorily covered, at one cost, through The Telegram-Gazette.

Statistics

Population	
City	204,560
Suburban	206,429
City and Retail Trading Territory	500,000

Families	
City	44,663
Suburban	45,072
City and Retail Trading Territory	109,170
Male buyers (over 15 years)	174,297
Female buyers over 15 years)	175,806

City Savings Deposits	
December 31, 1925,	$150,486,070.09
December 31, 1926,	$168,177,922.00
June 30, 1927,	$175,797,386.57

Trading Territory	
Automobiles	64,555
Telephones	72,986
Retail establishments	6,297
Wholesale concerns	314

Circulation	Daily	Sunday
City	56,785	30,085
Suburban	33,302	16,401
Total circulation	100,156	51,532

City coverage ..... 93.5% Suburban coverage 73.8%

ONE COST COVERAGE

TELEGRAM-GAZETTE

GEORGE F. BOOTH—PUBLISHER

PAUL BLOCK, Inc.—NATIONAL ADVERTISING REPRESENTATIVE

NEW YORK BOSTON CHICAGO DETROIT PHILADELPHIA SAN FRANCISCO

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MICHIGAN (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
LUDINGTON 10,000	News (e) 4,093 Sunday edition (S) 4,106	.03 .03	.025 .025	(I) (AP) (169)	News Inc.	G. H. D. Sutherland Agnes E. MacLaren	Geo. L. Doubledee (sp)	G. H. D. Sutherland Angie H. Dutch (cm)	Mrs. C. A. Sutherland Joe Taggert (cl)	
MANISTEE 12,500	News-Advocate (e) 3,348	.025	.017	(I) (UP) (155)	Harry W. Musselwhite	Harry W. Musselwhite	Benn L. Miller Ewald Pfeiffer (sp)	Harry W. Musselwhite Leslie D. Harrop (bm)	Bert DeVriendt L. D. Harrop (n) C. Peterson (cl)	Wm. C. Schimke
MARQUETTE 13,000	Mining Journal (m) 8,049	.045	....	(I) (AP) (J) (155)	Mining Journal Co., Ltd.	Frank J. Russel E. A. Moore		Leo. G. Brott (bm) A. W. Urbach (cm)		Ed. McCarthy (j)
MARSHALL 6,100	Chronicle (e) 2,561	.02	.015	(I) (UP) (†) (155)	J. M. Moses & Son	J. M. Moses	P. J. J. Higgins Arthur Mason (sp)	F. R. Moses Alma Caines (cm)	W. J. Foster F. R. Moses (n) Cath. Martin (cl)	Walter McKiver
MENOMINEE 11,004	Herald-Leader (e) 3,843	.0275	.025	(R) (AP) (J) (none)	Herald-Leader Co.	R. M. Andrews B. W. Donnell	John Acker Jean Worth (sp)	P. C. Munroe R. Schulte (cm)	R. L. Thorpe L. MacFarlane	Frank Kraus
MONROE 17,000	News (e) 5,637	.035	....	(I) (AP,CP) (J) (none)	Monroe Pub. Co.	J. S. Gray F. A. La Rouche	Earl Wickwire James Reedy (sp)	J. S. Gray C. K. Wesley (bm) Roy Highfield (cm)	C. Kenneth Wesley Roy Highfield (cl)	W. M. Holt H. Russow (j)
MOUNT CLEMENS 16,340	Leader (e) 6,558	.04	.035	(I) (UP) (59)	F. N. Price	S. N. Price	E. L. Vaile E. Racine (sp)	S. N. Price G. H. Griffith (cm)	R. A. Waterbury R. Davis (n) G. Gross (cl)	C. Thielk
MOUNT PLEASANT 5,200	Times (e) New daily	.025	....	(I) (UP) (J) (155)	Times-Press, Inc.	F. H. Goodrich (me)	J. W. McCall	J. L. Potts (cm)	O. A. Bishop I. S. Neff (cl)	C. McConnell
MUSKEGON 36,000	Chronicle (e) 18,226	.06	.045	(I) (AP) (100-112)	Booth Pub. Co.	Arthur E. Boswell A. E. McCrea	Wm. Penhelligon James Henderson (sp)	Arthur E. Boswell J. M. Earle (cm)	W. M. Bennetts	Wm. Bristol
NILES 14,000	Star (e) 3,220	.025	....	(I) (AP) (155)	R. G. Tobin	R. G. Tobin	Anna McBride R. L. Tobin (sp)	R. G. Tobin J. R. Scamehorn (cm)	W. A. Biernatzki Don McKay (cl)	J. M. Cooney
OWOSSO 15,719	Argus-Press (e) 7,240	.035	.018	(I-R) (AP) (144)	Argus-Press Co.	J. Evans Campbell (me)	James E. Dingwall Ray E. Spence (sp)	J. Evens Campbell E. H. Bonn (cm)	Ray E. Gardner G. W. Campbell (n) P. E. Prowell (cl)	Clare E. Brewster
PETOSKEY 6,200	News (e) 2,178	.02	.018	(I) (UP) (J) (155)	News Ptg. Co.	H. Lee North		C. E. Garvin	H. B. Lee	
PONTIAC 54,203	Press (e) 23,324	.07	....	(I) (AP,UP)	Pontiac Press Co.		Harry Y. Fitzgerald Conrad N. Church	Harry Y. Fitzgerald Harold A. Fitzgerald (bm) Earl Tredwell (cm)	H. F. Brodie Russell Bassett (n)	
PORT HURON 38,000	Times-Herald (e) 20,630	.07	.04	(I) (AP) (1)	E. J. Ottaway & L. A. Well	Louis A. Well George M. Hunter	Stuart DeMott Ray Boulog (sp)	E. J. Ottaway O. G. Allen (asst.-bm) J. L. Doolittle (cm)	Geo. A. Ashpole J. H. Kirk (cl)	A. Jones (comp) C. Bennett (press) L. White (stero)
ROYAL OAK 18,207	Tribune (e) 5,712	.03	.027	(I) (UP) (J) (155)	Tribune Pub. Co.	Lynn S. Miller		Floyd J. Miller L. W. Hurt (cm)	A. S. Charlebois	D. T. Brown
SAGINAW 72,000	News (e) 26,980 Sunday edition (S) 25,980	.08 .08	.05	(I) (AP (100-112)	Booth Pub. Co.	Arthur R. Treanor Michael A. Gorman	Robert McMillen Wm. E. Whatley (sp)	Arthur R. Treanor J. A. McDonald (cm)	Stanley V. McQuade F. P. Campbell (n) Wm. J. Babb (cl)	K. D. King (press) M. Dawn (comp)
ST. JOSEPH 10,700	Herald-Press (e) 4,814	.03	.025	(I-R) (UP) (155)	Herald Press Co.	Rex Wynkoop	E. R. Holes Nelson Foulkes (sp)	Willard Brewer Art Love (cm)	Wm. Kuschel Wm. Brewer (n) Geo. Ellerman (cl)	Lou Wille
SAULT STE MARIE 14,000	News (e) 4,516	.05	.032	(I-R) (AP) (J) (155)	News Ptg. Co.	George A. Osborn Norman H. Hill	J. P. Chandler John Zabelka (sp)	Norman H. Hill C. M. Smith (cm)	Chas. Zylstra	Thomas Watchorn C. R. Moran (j)
SOUTH HAVEN 3,829	Tribune (e) 1,921	.015	....	(I) (UP) (J) (155)	Tribune Co.	C. O. Monroe	B. F. Clark	C. O. Monroe	H. S. Pringle J. M. Wicksall (cl)	J. G. Stedman H. R. Hemenway (j)
STURGIS 8,500	Journal (e) 3,712	.025	.025	(I) (UP) (J) (155)	Mark P. Haines	Mark P. Haines A. C. Sleight	J. A. Peal Louis Bachelor (sp)	Mark P. Haines H. Trautman (cm)	J. Fred Mayer Howard Trautman (cl)	L. A. Good (j)
THREE RIVERS 7,500	Commercial (e) 2,647	.02	.02	(I) (UP) (J) (155)	Wm. H. Shumaker	Wm. H. Shumaker	H. S. Shook	Wm. H. Shumaker J. H. Wagner (bm) R. M. Shumaker (cm)	J. H. Wagner W. H. Shumaker (n)	L. C. Besley
TRAVERSE CITY 14,000	Record-Eagle (e) 4,900	.03	....	(I) (UP) (†) (155)	Herald & Record Co.	Austin Batdorff L. A. Holliday	D. S. Weeks L. A. Holliday (sp)	Austin Batdorff Chas. Saunders (cm)	W. G. Williams Frank Leonard (n) H. Hull	W. E. Nelson
YPSILANTI 10,433	Press (e) 3,723	.025	....	(I) (UP,AP) (†) (155)	George C. Handy	H. H. Carr	Richard Hurdley (sp)	E. J. Borst (cm)	E. H. Bennett M. Perkins (cl)	Norman E. Evans

MINNESOTA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALBERT LEA 12,000	Tribune (e) 5,305	.035	.035	(R) (AP) (169)	Albert Lea Pub. Co.	Burt May S. O. Simonson	Burt May Russell Voigt (sp) Francis Walton (Sa)	S. O. Simonson S. O. Simonson (bm) L. S. Whitcomb (cm)	L. I. Aasgaard S. O. Simonson (n)	
AUSTIN 10,118	Herald (e) 4,078	.03	....	(I) (AP) (J) (157)	Herald Pub. Co.	J. H. Skinner Arnold Daane	Arnold Daane C. Burgeson (sp)	H. E. Rasmussen C. Beadell (cm)	Kenneth Howard C. D. Beadell (n) G. Beadell (cl)	Thomas Sheehan O. G. Bluhm (j)
BEMIDJI 7,056	Pioneer (e) 2,237	.025	....	(R) (AP) (†) (J) (169)	Pioneer Pub. Co.	H. Z. Mitchell J. D. Winter	J. D. Winter	H. Z. Mitchell W. F. Marcum (bm) Marie Rice (cm)	Fred Fraser H. Z. Mitchell (n) D. Miller (cl)	W. F. Marcum
BRAINARD 10,590	Dispatch (e) 2,414	.025	.025	(R) (J) (169)	Dispatch Co.	F. W. Wieland				
CROOKSTON 1,350	Times (e) 3,435	.03	....	(I-R) (AP) (†) (J)	Times Ptg. Co.	D. A. McKenzie	N. W. McKenzie	D. A. McKenzie (bm) V. Moen (cm)	H. B. Hendricks V. Moen (cl)	Roy Kinsbella D. A. McKenzie (j)
DULUTH 115,000	Herald (e) 42,407	.13	.13	(I-R) (AP,CP) (mer) (E) (17)	M. F. Hanson	Stilman H. Bingham Wm. T. Thompson	James A. Stuart A. P. Macdonald (sp)	M. F. Hanson Wm. F. Henry (bm) Geo. H. Hunter (cm)	William F. Henry P. J. Robinson (cl)	James L. Dorsey
	News Tribune (m) 31,865 Sunday edition (S) 31,008	.10 .12	.12 .14	(I-R) (AP) (mer) (E) (27)	News Tribune Co.	Reed Taft Bayne H. H. Rachlin	P. G. Sanders Clifford Campbell (sp)	J. H. Jordan R. M. Parsons m(c)	J. H. Jordan (adv. dir.) V. G. Fowler (local) J. H. Jordan (n) E. C. McGiffert (cl)	W. A. Sheehan
FAIRMONT 5,200	Independent (e) 2,457	.032	....	(R) (AP) (J) (40)	L. B. Ward			L. B. Ward A. B. Fallon (cm)		
	Sentinel (e) 3,500	.035	.025	(AP) (J)	Sentinel Pub. Co.	Frank A. Day H. S. Fairley	H. S. Fairley Harry Earle (sp)	Arthur M. Nelson E. W. Christianson (cm)	C. N. Swanson	F. V. Burdick B. F. Bird (j)
FARIBAULT 13,500	News (e) 5,084	.035	.03	(I) (UP) (J) (169)	Mrs. Helen Bratton	Mrs. Helen Bratton E. Hammer	Bill Pickett (sp)	H. G. Savoir (bm) L. C. St. Martin (cm)	H. G. Savoir	Ed. Lidstrand L. C. St. Martin (j)
FERGUS FALLS 8,350	Journal (e) 6,402	.035	.035	(R) (AP)	Journal Co.	W. L. Robertson		R. J. Underwood (bm) F. H. Greenagel (cm)		
HIBBING 17,132	Tribune (e) 5,084	.03	.03	(AP) (J) (169)	R. W. Hitchcock	R. W. Hitchcock G. M. Fisher	John D. Mueller	James G. Early W. H. Kemp (cm)	I. E. Feldman I. Bedard (n) E. E. Munter (cl)	Fred G. Hancock
INTERNATIONAL FALLS 3,448	Journal (e) 1,513	.02	....	(169)	C. B. Montgomery	C. B. Montgomery				
LITTLE FALLS 5,500	Transcript (e) 2,357	.025	.025	(R) (UP) (J) (169)	Transcript Pub. Co.	Ed. M. LaFondt	Guilbert Jarvis	Geo. L. Johnson (bm)	Geo. L. Johnson	Gus T. Larson
MANKATO 16,800	Free Press (e) 7,187x	.03	.03	(R-I) (AP) (J) (148)	Free Press Co. M. D. Fritz (Pres.)	I. N. Tompkins (V.P.) C. R. Butler (Sec-Treas)			Rolf G. Julsrud	

to some publisher or any publisher . . .

SEVENTY-FIVE million dollars worth of advertising came out of the Detroit market during 1927. Two advertisers alone here will increase their appropriations to the point where the 1928 total will be well up to a hundred million dollars.

¶

Now a hundred million dollars is a neat little sum of money, and it is all going to be spent with publishers . . . publishers of newspapers, magazines, trade publications, etc.

¶

Your representatives in the Detroit market may be working hard and doing a good job, but you can immensely increase the effectiveness of their efforts, and at the same time positively sell your medium to the men who actually smile or frown upon media lists by developing a campaign of your own in The Detroit Free Press.

¶

The Free Press by actual count reaches the executives, sales managers, advertising managers, etc., in the great industries here on a one hundred per cent basis. These men in plants like the Ford Motor Co., Chevrolet Motor Co., Packard Motor Car Co., Buick Motor Car Co., Paige Motor Car Co., Burroughs Adding Machine Co., The Kellogg Company at Battle Creek, and a hundred and one others of like calibre can actually be reached and sold any morning that you may choose to do so through The Free Press.

¶

Practically every outstanding publication using space to sell the Detroit market during 1927 used The Free Press almost exclusively. In fact this newspaper prints more publishers' advertising than both other Detroit newspapers combined.

¶

Here is a unique situation for the alert publisher . . . one fraught with tremendous possibilities, and the best part of it all is the low cost to do the job.

The Detroit Free Press

Starts the Day in Detroit

Verree & Conklin, Inc.
NEW YORK CHICAGO

National Representatives
DETROIT SAN FRANCISCO

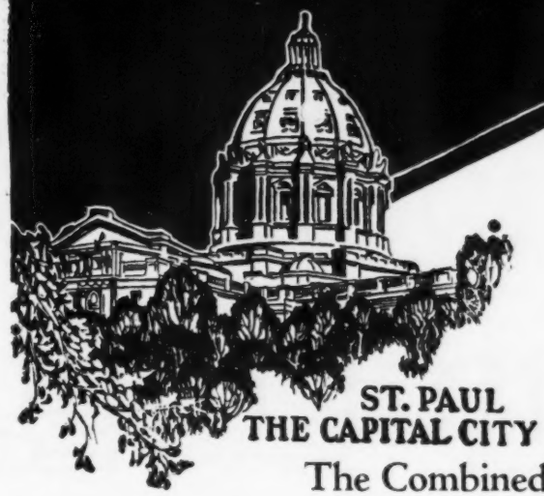
CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MINNESOTA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MINNEAPOLIS 491,117	Journal (e) 115,088	.25	....	(I-R) (UP,AP,CT) (*Su) (E) (140)	H. V. Jones	H. V. Jones Nell H. Swanson	L. M. Harkness John McGovern (sp) Emil Krieg (Su)	Carl W. Jones G. B. Bickelhaupt (bm) Franklin Rook (cm)	Rhey T. Snodgrass T. N. Williams (n) E. A. Vincent (cl)	H. L. Foster
	Sunday edition (S) 160,012	.30	...							
	Star (e) 66,931	.17	.10	(I) (INS) (E) (9)	A. B. Frizzell & J. Thompson	George Adams W. C. Robertson	Sam Boardman Chas. Johnson (sp)	H. D. Bratter (bm) W. D. Parsons (cm)	C. E. Doherty D. O. Mystrom (cl)	C. H. Jorgensen
	Tribune (m) 75,360	....	....	(R) (AP,NANA) (*Su) (†) (E) (186-142-104)	Frederick E. Murphy	Frederick E. Murphy Thomas J. Dillon	Neil E. Kelly (s) B. T. Campbell (m) George Barton (sp) Jas. H. Baker (Su)	E. P. Stewart (bm) J. E. Medley (cm)	E. C. Hillweg M. M. Mauger (n) P. M. Hughes (cl)	J. E. Murphy
	Tribune (e) 65,937	....	....							
	Combined daily (me) 141,297	.28	.215							
	Sunday edition (S) 164,160	.32	.215							
MOOREHEAD 7,100	News (e) 1,300	.021	.018	(I-R) (UP) (J) (131-5)	News Co.	J. P. Dotson, Jr.	J. P. Dotson, Jr.	J. P. Dotson, Jr.	Julian Melberg	Henry Freeman A. P. Messer (j)
OWATONNA 7,252	Press (m) 3,001	.025	.025	(I) (AP) (†) (J) (138)	B. E. Darby & Sons, Ins.	George F. Darby		B. E. Dardy H. B. Darby & Will H. Darby (bm) Will Darby (cm)	Will H. Darby	H. B. Darby
	Sunday edition (S) 3,001									
RED WING 10,000	Eagle (e) 2,172	.021	.021	(I) (AP) (J)	Eagle Pub. Co., Inc.	N. P. Olson Aug. H. Olson	E. W. Olson	N. P. Olson Fred H. Olson (cm)	Aug. H. Olson J. Hemfthing (cl)	John J. Jacquith
	Republican (m) 553	....	....	(I-R) (UP) (169)	Red Wing Ptg. Co.	Jens K. Grondahl		Jens K. Grondahl		
	Republican (e) 2,506	....	....							
	Combined daily (me) 3,059	.025	.025							
ROCHESTER 17,500	Post-Bulletin (e) 10,151	.05	....	(I) (AP,UP) (J) (131-5)	Post-Bulletin Co.	Glenn S. Witherstine	Jack V. C. Crewe Edw. Branley (sp)	Clare W. Blakely George H. Rowe (cm)	C. E. Thomas C. McQuillan (cl)	P. J. Theisen Clare W. Blakely (j)
ST. CLOUD 25,000	Journal-Press (e) 4,366	.035	.029	(R) (UP) (148)	Journal-Press Co.	Alvah Eastman E. D. Cross	P. M. Weyrens Brooks Ronalds (sp)	E. D. Cross A. E. Connell (bm) P. M. Dombovy (cm)	J. F. Gaspard A. E. Connell (n) E. L. Clark (cl)	L. G. Gaspard
ST. PAUL 350,000	Pioneer Press (m) 76,735	.145	.22	(I-R) (AP,CP) *Su) (mer) (†) (E) (140)	Leo E. Owens	S. M. Williams (me) R. Dunlap (asst-me)	V. E. Fairbanks (m) C. D. Johnston (e) L. S. McKenna (sp) A. H. Cook (Su)	Leo E. Owens J. A. Mathews (cm)	William F. Johns R. B. Liggett (n) Earl Dempsey (cl)	
	Dispatch (e) 92,080	....	.16							
	Combined daily (me) 168,815	.28	....							
	Sunday edition (S) 151,608	.28	....							
	News (e) 89,355	.18	.11	(†) (UP) (*Su) (†) (J) (E) (14-185-15)	N. W. Reay	H. Kahn I. Richards	G. Bradley E. L. Shave (sp) M. T. Caine (Su)	N. W. Reay W. H. Neal (bm) C. F. Aldrich (ctry-cm) T. H. Holvik (city-cm)	M. W. Thompson C. D. Bertolet (n) R. E. Berryman (cl)	V. Cheatham (j)
	Sunday edition (S) 58,965	.14	.09							
SOUTH ST. PAUL 8,000	Reporter (e) 4,995	.025	.025	(I) (J) (131-5-21a)	E. L. Ogilvie	E. L. Ogilvie W. M. Fisk	Chas. Burnley Henry Boretz (sp)	E. L. Ogilvie J. W. Waldhauser (cm)	E. L. Ogilvie Hazel Palmer (cl)	E. E. Edgell M. J. Moster (j)
STILLWATER 8,000	Gazette (e) 1,500	.018	....	(R) (UP) (J)	Easton-Masterman Co.	W. E. Easton Ned Easton	Roy Westlund	Ned Easton	Ned Easton	John Niederer
VIRGINIA 15,000	Enterprise (e) 3,150	.025	.03	(I) (AP) (169-138)	Enterprise P. & P. Co.	Elbridge C. Smith	Donald J. MacIver A. Millavetz (sp)	B. Frederick (bm) Paul Wisted (cm)	Richard J. McNiff Vivian Swanson (cl)	William Lostrom
WILLMAR	Tribune (e) New Daily	.014	....	(I) (none)	Victor E. Lawson	O. B. Augustson (me)			Mrs. M. Mallary	
WINONA 22,000	Republican-Herald (e) 12,880	.055	....	(I) (AP) (J) (131-5)	Republican & Herald Pub. Co.	E. T. Edwards (me)	A. C. Gerges W. A. Morgan (sp)	H. G. White H. G. Hymes (cm)	L. S. Belville M. H. White (cl)	O. A. Olson (j)

MISSISSIPPI

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BILOXI & GULFPORT 30,536	Herald (e) 6,286	.055	....	(D) (AP) (none)	Geo. W. Wilkes & Sons	Geo. P. Money	A. G. Ocoinach G. Eisendrath Paul Tiblier (sp)	W. G. Wilkes C. H. Rose (cm)	Brown Rodgers G. B. Cousins, Sr. W. G. Wilkes (n)	E. P. Wilkes
CLARKSDALE 12,500	Register (e) 4,397	.025	.025	(D) (AP) (J) (none)	Register Pub. Co.	G. P. Clark Dortch Campbell		G. P. Clark A. J. Oswalt (bm) Miss Cecil Dodd (cm)	H. C. Page A. J. Oswalt (n)	G. P. Birdsong
COLUMBUS 15,680	Commercial Dispatch (e) 5,160	.04	....	(I) (AP) (†) (J) (none)	Dispatch Pub. Co.	Birney Imes	Joe Windham	Birney Imes	H. I. Tate	A. W. McDaniell
	Sunday edition (S) 5,360	.04	....							
CORINTH 5,498	Corinthian (e) 1,198	.018	....	(d) (none)						
GREENVILLE 11,560	Democrat Times (e)	.02	....	(D) (AP) (J) (169)	Greenville News & Ptg. Co.	Ernest Smith				
GREENWOOD 12,500	Commonwealth (e) 2,375	.025	.025	(D) (AP) (J) (none)	Sumter Gillespie	Littleton Upshur	D. F. Shankle	Sumter Gillespie	Littleton Upshur Sumter Gillespie (n)	M. L. Busam
HATTIESBURG 21,000	American (e) 6,245	.035	.035	(I) (AP) (J) (9)		Francis S. Harmon Edward B. Smith	Ralph Hays (sp)	Thos. St. John (bm) Clyde H. Praytor (cm)	B. H. Campbell Thos. St. John (n) F. Delsing (cl)	T. Lee Praytor
JACKSON 45,000	Clarion-Ledger (m) 10,692	.04	....	(D) (AP) (44)	T. M. Hederman	T. M. Hederman				
	Sunday edition (S) 11,305	.04	....							
	News (e) 16,138	.06	.06	(D) (AP,UP) (†) (9)	News Pub. Co.	Frederick Sullens Geo. Lemon Sugg	Bill Ewing Earl Magee (sp) G. L. Sugg (Su)	W. G. Johnson Thomas Biles (cm)	Roscoe Bailey Chas. F. Senfmpf (cl)	T. W. Anderson
	Sunday edition (S) 15,580	.06	....							
LAUREL 18,000	Call (m)	.03	.03	(I) (US) (†) (J) (70)	J. Fred Price	J. Fred Price Edw. D. McCluskey		N. Ligon (cm)	J. Fred Price	J. Fred Price
	Sunday edition (S)	.03	....							
	Leader (e) 5,367	.035	....	(I (AP 9)	Thomas M. Gibbons	Thomas M. Gibbons E. E. Hoffman	W. B. Grauel George Jackson (sp)	Thos. M. Gibbons H. F. Atkinson (cm)	W. C. DeHority C. C. Herring (cl)	E. A. MacLane
MERIDIAN 35,000	Star (e) 15,291	.07	.04	(I (AP,UP,INS) (E) (9)	Jas. H. Skewes	Jas. H. Skewes Louis Ellison	Paul McRoy Geo. Ellison (sp) Jas. H. Skewes (Su)	Jas. H. Skewes W. E. Buckingham (bm) Louis Allison (cm)	J. W. Dement Miss E. Anderson (n) J. H. Little	H. G. Hodge
	Sunday edition (S) 15,246	.07	....							
NATCHEZ 17,000	Democrat (m) 3,722	.03	.025	(D) (AP) (†) (J) (70)	Jas. K. Lambert	Jas. K. Lambert	S. E. Smith Jas. W. Lambert (sp)	C. C. Goetz Miss E. P. Phelps (cm)	W. P. Abbott C. C. Goetz (n) Miss K. Lambert (cl)	Wm. Eldt Richard Wilke (j)
	Sunday edition (S) 3,982	.04	.035							
VICKSBURG 18,072	Herald (m)	.02	.02	(I-D) (AP) (9)	Vicksburg Ptg. & Pub. Co.					
	Sunday edition (S)	.02	....							
	Post (e) 5,434x	.03	....	(D) (AP) (70)	L. P. Cashman			P. I. Barclift (cm)		



Supremacy in the Northwest

The Combined Daily and Sunday Circulation of

The St. Paul Dispatch-Pioneer Press

Is Greater Than That of Any Other Twin City Newspaper

St. Paul Dispatch-Pioneer Press, Daily and Sunday—319,468.

Minneapolis Tribune, Daily and Sunday—304,584.

Minneapolis Journal, Daily and Sunday—274,271.

St. Paul News, Daily and Sunday—147,752.

The total advertising lineage of the St. Paul Dispatch-Pioneer Press for 1927 is greater than that of any other Twin City newspaper

St. Paul Dispatch-Pioneer Press—15,729,734 lines.

Minneapolis Journal—14,242,417 lines

Minneapolis Tribune—14,102,274 lines.

St. Paul Daily News—9,134,958 lines.

St. Paul Dispatch-Pioneer Press

New York
Chicago

O'MARA & ORMSBEE, Inc.
General Advertising Representatives.

Detroit
San Francisco

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MISSOURI

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
AURORA	Advertiser									
3,575	(e) 800	.014	....	(I) (J) (none)	W. B. Lowry					
BOONVILLE	Central Missourian									
6,000	(e) 1,810	.025	....	(I-R) (AP) (J) (169)	P. T. Grimes	P. T. Grimes				
BROOKFIELD	Argus									
6,304	(e) 2,480	.018	....	(D) (d) (none)	Charles W. Green	Charles W. Green				
BUTLER	Democrat									
2,894	(e)	.011	....	(D) (J) (d) (4)	Harry H. Henry	Henry H. Henry				
CAMERON	News-Observer									
3,248	(e) 1,025	.018	....	(I) (J) (d) (none)	B. B. Witt	B. B. Witt				
CAPE GIRARDEAU	Southeast Missourian									
17,000	(e) 7,431	.04	.04	(I) (AP) (J) (144)	Naeter Bros.	Naeter Bros. Juel Mosley		Alvin Macke (bm)	E. E. Campbell	
CARROLLTON	Democrat									
4,500	(e) 640	.011	.011	(D) (J) (4)	W. S. Holliday	W. R. Painter & W. S. Holliday		W. S. Holliday		
CARTHAGE	Democrat									
10,680	(e) 1,250	.02	.0112	(I) (J) (none)	Eugene B. Roach	Eugene B. Roach	Max Harris Tony Sigillitto (sp) Max Harris (Su)	Darrel Wheat Hubert Lovelace (bm) G. Thomas (cm)		O. R. Chiles
	Sunday edition									
	(S) 1,250	.02	....							
	Press									
	(e) 3,316	.021	.018	(R) (AP) (†) (J) (none)	Press Pub. Co.	W. J. Sewall	E. L. Dale Harry Rollins (sp)	W. J. Sewall Elmer Johnson (cm)	H. L. Howe W. L. Schrants (cl)	H. K. Steward
CHILLICOTHE	Constitution									
10,117	(e) 3,281	.021	....	(I-D) (UP) (J) (52)	C. E. Watkins	C. E. Watkins	C. A. Spooner Theodore Austin (sp)	C. E. Watkins M. P. Watkins (bm) I. W. Watkins (cm)	P. P. Bohn	D. O. Smith Wilbur Dunnington (j)
	Tribune									
	(e) 3,311	.021	....	(R) (AP) (J) (39)	Frank C. Fay	Frank C. Fay				
CLINTON	Democrat									
5,098	(e)	.011	....	(D) (4)	C. H. Whitaker & Sons	C. H. Whitaker & Sons				
COLUMBIA	Missourian									
16,000	(e) **3,330**	.025	.025	(I) (UP) (†) (E) (92)	Missourian Pub. Assn.	E. A. Soderstrom (me)		E. A. Soderstrom F. P. Jacobs (cm)	E. A. Soderstrom Susan Brooks (cl)	E. B. Swift
	Tribune									
	(e) **4,779**	.03	.025	(D) (AP) (39)	E. M. Watson	E. M. Watson	L. H. Edwards J. P. Hamel (sp)	M. D. Jett (bm) E. H. Kehoe (cm)	H. J. Waters	M. C. Creasy
EXCELSIOR SP'GS.	Standard									
4,165	(e)	.021	....	(I-R) (J) (none)	Fred W. Mitchell	Fred W. Mitchell				
	Sunday edition									
	(S)	.021	....							
FULTON	Sun-Gazette									
5,595	(e) 2,705	.025	.025	(D) (AP) (J) (169)	Sun Ptg. Co.	J. W. Johnston Geo. P. Johnston	J. W. Johnston Geo. P. Johnston (sp)	Geo. P. Johnston Rosamae Booth (cm)	V. A. Johnston Geo. P. Johnston (n)	Geo. P. Johnston
HANNIBAL	Courier-Post & Journal									
20,000	(e) **6,722**	.04	....	(I) (AP) (44)	J. B. Jeffries			E. L. Sparks (bm) R. D. Wolfe (cm)		
INDEPENDENCE	Examiner									
15,000	(e) 4,070	.035	....	(I-D) (UP) (169)	Examiner Ptg. Co.	William Southern, Jr.	John B. McDonald Harlie Clark (sp)	Frank W. Rucker G. Raymond Boyd (cm)	Frank W. Rucker Raymond E. Blake (cl)	Ellis Wright
	News									
	(e) 1,800	.016	....	(R) (J) (none)	C. A. Carroll	C. A. Carroll				
JEFFERSON CITY	Capital News									
20,000	(m) 7,156	.04	.03	(D) (AP) (J) (52)	Capital-News Ptg. Co.	W. R. Hollister	C. Pool J. W. Henderson (Su)	B. Ray Franklin B. R. Adkinson (cm)	James Owen B. Ray Franklin (n). H. Roifes (cl)	C. H. Buchanan
	Sunday edition									
	(S) 7,156	.04	....							
	Post-Tribune									
	(e) **5,003**	.04	.04	(R) (AP) (†) (J) (144)	Tribune Ptg. Co.	E. H. Winter	L. R. Lutkewitte	R. C. Goshorn J. F. Koester (cm)	Roy F. Ratliff	Arthur Adams Geo. W. Rucker (j)
JOPLIN	Globe									
40,000	(m) **24,365x**	....	....							
	News Herald									
	(e) **13,291x**	....	....							
	Combined daily									
	(me) **37,656x**	.15	....	(I) (AP) (mer) (†) (94)	Globe Pub. Co.	P. R. Coldren R. S. Cochran	R. S. Cochran (Su)	Cosgill Blair H. J. Leggett (cm)	J. J. McClellan E. D. Orton (cl)	Joseph Schulte
	Sunday edition									
	(S) **27,630x**	....	....							
	Evening & Sunday									
	(es) **39,700x**	.15	....							
KANSAS CITY	Journal									
575,000	(m) **126,700**	.25	.12	(R) (AP,UP,CP) (*S) (†) (J) (109)						
	Post									
	(e) **138,035**	.25	.14	(I) (UP,INS) (109)	W. Laurence Dickey	Walter S. Dickey Ralph Ellis	Ed Meisburger E. W. Cochrane (sp) Tom Collins (Su)	Jason Rogers Marion B. Sharp (bm) Homer Bair (cm)	J. M. Ritchey Paul A. Cannon (n) W. T. Evans (cl)	Walter M. Masters E. D. Moore (j)
	Combined daily									
	(me) **264,735**	.40	....							
	Sunday edition									
	(S) **156,623**	.30	.16							
	Times									
	(m) **242,559**	....	....							
	Star									
	(e) **247,157**	....	....	(I) (AP,INS,CT,NANA) (*S) (E) (50-179)	Kansas City Star Co.	George B. Longan (mr)	F. C. Hinkle C. E. McBride (sp). E. B. Garnett (Su).	Aug. F. Seested F. C. Seested (cm).	J. T. Barrons E. E. Robertson (n). R. G. Shryock (cl).	C. F. Dew
	Combined daily									
	(me) **489,716**	.60	.60							
	Sunday edition									
	(S) **284,214**	.42	.42							
KIRKSVILLE	Express & News									
11,383	(e) 4,833	.03	....	(I) (UP) (169)	E. E. Swain	E. E. Swain	Dow Jones	E. E. Swain P. N. Nicolson (bm)	J. D. Buckingham I. M. Barclay (cl)	L. F. Shubert
	Sunday edition									
	(S) 4,833	.03	....							
LAMAR	Democrat									
2,500	(e)	.013	....	(I) (J) (d) (none)	Arthur Aull	Arthur Aull				
LEXINGTON	Advertiser									
4,695	(e)	.018	....	(I) (d) (none)	H. Dunford & R. R. Johnson	Harry Dunford				
	Intelligencer									
	(e)	.02	....	(D) (d) (none)	Lexington Intelligencer	A. W. Allen				
MACON	Chronicle-Herald									
5,800	(e) 3,323	.03	.03	(D) (UP) (J) (169)	Chronicle-Herald Pub. Co.	Frank P. Briggs			Harry E. Booth M. Jones (cl)	W. L. King Arnold Lunsford (j)
MARSHALL	Democrat-News									
7,000	(e) 2,400	.03	....	(D) (AP) (J) (none)	Democrat-News Ptg. Co.	A. L. Preston	John R. Hall	R. N. Hains (bm) H. M. Nations (cm)	R. N. Hains M. T. Tyler (cl)	S. E. Sherwood J. E. Morris (j)
MARYVILLE	Democrat Forum & Tribune									
5,200	(e) **4,417x**	.035	.035	(I) (UP) (J) (169)	Maryville Pub. Co.	W. C. Van Cleve James Todd	W. T. Van Cleve Chester Krause (sp)	James Todd Helen Todd (cm)	W. J. Studer	Walter S. Todd
MEXICO	Intelligencer									
8,600	(e) 1,368	.016	....	(D) (AP) (*Su) (J) (39)	Gale J. Johnston	Frank A. Cautborn	M. C. Mason	Frank A. Cautborn		Joe Hutcherson
	Sunday edition									
	(S) 1,440	.016	....							
	Ledger									
	(e) **1,253x**	.02	.02	(I-D) (UP) (†) (J) (169)	R. M. White & Son	L. M. White	H. C. Schooley	C. Garrett (bm) C. McCord (cm)	L. M. White	John Williams
MOBERLY	Monitor-Index									
16,000	(e) 5,334	.03	.025	(I-D) (AP) (J) (169)	Moberly Index Ptg. Co.	W. C. Van Cleve R. E. Cochran	R. E. Cochran	W. C. Van Cleve J. K. Van Cleve (bm). G. P. Delany (cm)	C. M. Keller I. Gollehon (n) Nell Philpott (cl)	George Leach R. F. Keeley (j)
MONETT	Times									
5,000	(e) 1,300	.036	....	(I) (J) (4)	Miss Pearl Peters	Miss Pearl Peters				
NEOSHO	Democrat									
4,000	(e) 680	.0178	....	(I) (J) (none)	Will G. & Jas. G. Anderson	Will G. Anderson				
NEVADA	Mail & Post									
8,000	(e) 2,360	.011	....	(D) (INS) (J) (none)	J. H. Bean	J. H. Bean		W. L. Earp (bm) H. G. Foster (cm).		Ira Marksbury C. E. Kimkel (j)
POPLAR BLUFF	Interstate American									
12,000	(e) 3,517	.025	.025	(I) (UP) (†) (J) (155)	Citizen Ptg. Co.	Dwight H. Browne	W. W. Horton V. H. Steward (sp).	Dwight H. Brown V. H. Steward (bm). C. K. Dement (cm).	Jess Frank	Elmore Cunningham (j)
	Republican									
	(e) 3,448	.025	....	(R) (J) (none)	Poplar Bluff Ptg. Co.	J. H. Wolpers				

The St. Louis Globe-Democrat has a larger circulation than any other daily newspaper [morning or evening] west of Chicago.

Far Larger than any other St. Louis Daily:—

Far Larger Carrier-Delivered Circulation right in Metropolitan St. Louis than any other Daily.

Coverage in The 49th State unchallenged by any other Daily.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MISSOURI (Cont'd)

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
RICH HILL 3,500	Review (e)	....	.011	....	(D) (d) (none)	Review Ptg. Co.	E. E. Bean				
ST. CHARLES 8,503	Banner-News (e)	1,419	.015	....	(I) (J) (none)	Thomson & Belding					
	Cosmos-Monitor (e)	....	.014	....	(R) (J) (none)	St. Charles Pub. Co.	M. L. Comann				
ST. JOSEPH 77,000	Gazette (m)	23,313x	.07	....	(I) (AP) (†) (26)	M. M. Levand	Sam Day (me)	Baird Theissen G. Thrailkill (sp) Glick Schultz (Su)	M. M. Levand John R. Levand (cm)	John R. Levand Benj. Sosland (n) Tom Owens (cl)	Bob Oliver
	Sunday edition (S)	26,077x	.07	....							
	News-Press (e)	39,912x	.10	....	(I) (AP) (†) (100-68)	H. A. Sprague	H. A. Sprague C. L. Rutt	A. Burrowes (news) Ray Osborn (sp) C. C. Calvert (sc)	H. A. Sprague (bm) Wm. M. Badger (cm)	A. E. Beck (asst) Rose Sweeney (asst-n) James Mack (cl)	F. G. Sprague
	Stock Yard Journal (e)	5,576	.025	.025	(I) (J) (169)	P. R. Manifold	P. R. Manifold		P. R. Manifold E. L. Ray (cm)	John Albus	
ST. LOUIS 1,000,000	Globe-Democrat (m)	262,712	.43	....	(I) (AP,NYT) (*S) (†) (E) (150-142-15)	E. Lansing Ray	C. S. Yost (edit-page) J. J. McAuliffe	Francis P. Douglas Glen Wallar (sp) W. H. Ames (Su)	E. Lansing Ray W. C. Houser (bm) W. H. Herrington (cm)	D. B. Houser (gen-adv. mgr) Clifford Day (local adv.) Geo. R. Baker (n) C. W. Nax (cl)	William Coombs
	Sunday edition (S)	248,830	.43	....							
	Post-Dispatch (e)	234,503	.43	.41	(I) (AP,INS) (*S) (†) (E) (67-83-126)	Pulitzer Pub. Co.	Joseph Pulitzer O. K. Bovard	B. H. Reese J. E. Wray (sp) Clair Kenamore (Su)	A. G. Lincoln (cm)	Geo. M. Burbach S. M. Chambers (n) B. J. Dietrich (cl)	J. P. Vail
	Sunday edition (S)	359,732	.50	.47							
	Star (e)	122,011	.24	.225	(I) (INS,UP,US) (†) (E) (164-45)	Elzey M. Roberts	Elzey M. Roberts Frank W. Taylor, Jr.	Wm. R. Miner James M. Gould (sp)	T. L. Ryan F. D. McDonald (bm) L. J. Hoffman (cm)	A. E. Kaye Paul G. Jones (n) N. S. Getlin (cl)	
	Times (e)	69,482	.16	.16	(I-R) (INS,UP) (†) (E) (9)	American Press	G. A. Buder W. L. Bradley	Geo. P. Marsh S. C. Keener (sp) T. P. Bashaw (news)	Homer Bassford Frank Sum (cm)	Earl Gogel E. C. Auld (adv-dir) William Cochran (cl)	
SEDALIA 21,144	Capital (m)	2,103	....	....	(R) (AP) (mer) (†) (169)						
	Democrat (e)	6,517	....	....	(D) (AP) (mer) (†) (169)	Democrat Co.	D. D. Stanley (m) W. J. Brill (e)	W. D. Agee (m) Herman Wise (e)	A. D. Stanley W. P. Stanley (cm)	W. J. Brill	
	Combined daily (me)	8,620	.045	....							
	Combined Sunday (me)	8,620	.045	....							
SPRINGFIELD 65,000	Leader (e)	26,021	.07	.05	(I) (AP,WP,INS) (164-68)	Springfield Leader Co.	R. L. Kennedy F. M. Sullivan	J. L. Baugh J. E. Pearson (sp) F. M. Sullivan (Su)	G. N. Gundersen E. B. Mace (cm)	J. M. Acuff Bert Dunham (cl)	
	Sunday edition (S)	25,565	.07	....							
	News (m)	21,604	.07	....	(I) (AP) (22)	Springfield News Co., Inc.	Edson Bixby George Olds	John Snow (sp)	Dan H. Wheeler (bm) E. E. Scot (cm)	Dan H. Wheeler	Don Orr
	Sunday edition (S)	21,632	.07	....							
TRENTON 8,756	Republican Times (e)	2,919	.03	.03	(R) (AP) (†) (39)	Mrs. Carrie R. Clark	Bill Reddig Carrie Rogers Clark		Ray Van Meter	Ray Van Meter	Harold Pond
WARRENSBURG 5,500	Star-Journal (e)	1,250	.02	.0143	(D) (UP) (J) (169)	Wallace Crossley	Wallace Crossley	Ralph Jordan J. Kirkpatrick (sp)	E. W. Hoberecht Chas. Baston (cm)	E. W. Hoberecht	L. I. Baker
WASHINGTON 6,000	Missourian (e)	2,963	.025	....	(I) (UP) (J) (131-5)	A. H. Breckenkamp	A. W. Breckenkamp	Walter Wehr	A. W. Breckenkamp Ray Hibbeler (cm)	Ray Hibbeler	Ed Sprehe W. S. Louengene (j)
WEBB CITY 9,000	Sentinel (e)	570	.0143	.0143	(R) (mer) (J) (none)	Hal M. Wise	Hal M. Wise		Hal M. Wise		
WEST PLAINS 3,178	Quill (e)	900	.018	.018	(I) (none)	Williams Sisters	Ella M. U. Williams		C. B. Williams	F. W. Dixson	H. Fitzgerald

MONTANA

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ANACONDA 11,000	Standard (m)	8,528x	.06	....	(D) (AP) (†) (J) (148)	Standard Pub. Co.	E. G. Leipheimer	Glenn Moon Law Riskin (sp)	Joe L. Markham Rufus Johnson (cm)	David Kilroy J. J. Manley (n) W. A. Fanning (cl)	J. L. Chrystal E. B. Catlin (j)
	Sunday edition (S)	12,035x	.07	....							
BILLINGS 17,000	Gazette (m)	7,771x	....	....	(I-R) (AP,CP) (†) (J) (148)	Gazette Ptg. Co.	W. L. Brown Harry Griffin	Harry Griffin Forest Thompson (sp) Harold Scipp (Su)	Leon Shaw E. L. Shovers (cm)	M. J. Kastner L. A. Sell (n)	E. A. Swan A. H. Peterson (j)
	Gazette (e)	1,938x	....	....							
	Combined daily (me)	9,709x	.06	.041							
	Sunday edition (S)	10,029x	.065	....							
BOZEMAN 6,183	Chronicle (m)	2,313	.025	....	(I) (AP) (J) (148-78)	Chronicle Pub. Co.	J. P. Bole				
	Sunday edition (S)	2,313	.025	....							
BUTTE 45,771	Miner (m)	12,595x	.06	....	(I) (AP,CP) (J) (12)	Butte Miner Co.	Martin J. Hutchens A. B. Keith	A. B. Keith Jean Jordan (sp)	B. E. Woolston E. M. Sylvester (cm)	B. E. Woolston Ann Mullen (n)	Wm. Furnett A. L. Pierce (j)
	Sunday edition (S)	21,487x	.08	....							
	Post (e)	10,816x	.05	.045	(I-R) (AP) (94)	J. H. Durston	J. H. Durston	James Cummins E. J. Hammer (sp)	J. H. Durston J. H. Dicker, Jr. (bm) H. V. Tower (cm)	J. R. Spencer	
GREAT FALLS 38,000	Leader (e)	2,748x	.03	.029	(R) (AP) (119)	Leader Co.	E. H. Cooney Joe Howard	Joe Howard C. T. Sullivan (sp)	F. M. Tenney L. E. Eberling (cm)	John Travis F. M. Tenney (n) F. N. Edwards (cl)	Edward Stevens
	Tribune (m)	14,269x	.06	.046	(D) (AP,CP,NANA) (†) (J) (12)	O. S. Warden	Herbert M Peet P. B. Snelson (news)	Lee Thurston Luke Wright (sp) W. W. Moses (Su)	Leonard G. Diehl (bm) Don Hoffman (cm)	L. W. Wendt Art Gemberling (cl)	E. S. Epley (j)
	Sunday edition (S)	16,437x	.07	.05							
HAVRE 7,500	News-Promoter (e)	2,017	.025	.025	(R) (AP) (J) (none)	R. G. Linebarger & Sam D. Goss	R. G. Linebarger	W. Woodring (sp)	R. G. Linebarger		H. A. Miller W. N. Cole (j)
	Sunday edition (S)	2,017	.025	....							
HELENA 11,500	Independent (m)	.....	.035	....	(148-78)	Independent Pub. Co.	Will A. Campbell				
	Sunday edition (S)	.....	.035	....							
	Record Herald (e)	4,874x	.03	....	(R) (AP,CP,INS) (J) (119)	Montana Record Co.			Addison K. Lusk Leo Lareau (cm)		
KALISPELL 5,147	Inter Lake (e)	2,523	.018	....	(R) (AP) (J) (none)	Inter Lake Ptg. Co.	L. D. Spafford				
LEWISTOWN 9,200	Democrat-News (m)	5,766	.03	....	(D) (AP) (†) (J) (91)	Democrat-News Co., Inc.	Tom Stout E. G. Ivins	J. W. Hanley	Harry E. Lay	Earl P. McGinnis	Earl P. McGinnis Harry E. Lay (j)
	Sunday edition (S)	5,766	.03	....							
LIVINGSTON 7,000	Enterprise (m)	2,216	.025	.025	(I) (AP) (J) (148)	Livingston Pub. Co.	L. E. Flint	L. E. Flint Thos. Astle, Jr. (sp)	L. E. Flint E. M. Harrington (cm)	George Brooks E. M. Harrington (n)	Robert Dick, Jr.
	Sunday edition (S)	2,216	.025	....							
MILES CITY 8,500	Star (e)	2,880	.03	.03	(I-R) (AP) (†) (J) (148)	Independent Ptg. Co.	Jos D. Scanlan Louis F. Grill	J. H. Gibbons	Jos. D. Scanlan W. F. Flinn (bm) L. J. Brownlee (cm)	N. W. Cowherd W. F. Flinn (n)	C. B. Lebkicher H. G. Potter (j)
	Sunday edition (S)	4,125	.04	....							
MISSOULA 14,500	Missoulian (m)	4,760	....	....	(I) (AP) (J) (148)	W. B. Davis	W. B. Davis French Ferguson	Harold Swan Ray Rocene (sp)	C. A. Colby M. R. Thomas (cm)		John Leach
	Sentinel (e)	2,192x	....	....							
	Combined daily (me)	6,952x	.05	.03							
	Sunday edition (S)	6,426x	.05	....							

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEBRASKA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BEATRICE	Sun									
12,000	(e) 5,286	.04	.035	(I) (AP) (148)	E. M. Marvin	E. M. Marvin T. D. Bradley	B. R. Rothenburg	C. J. Lash (bm) Hazel Sabin (bm) Harry Morris (cm)	C. J. Lash	J. D. Farris
	Sunday edition (S) 5,286	.04	....							
COLUMBUS	Telegram									
7,500	(e) 3,774	.03	.025	(D) (UP) (J) (131-5)	Telegram Co.	Edgar Howard Zela H. Loomis	Al C. Smith Zela H. Loomis (sp)	A. H. Backus	L. R. Hansen Dorothy Oehlrich (cl)	W. J. Gregorius A. H. Backus (j)
FALL CITY	Journal									
6,500	(e) 3,379	.025	.025	(I) (UP) (J)	Virgil Falloon	Virgil Falloon J. H. Falloon	J. S. Ramsey	J. H. Falloon Rosetta Hahn (cm)	J. H. Falloon D. L. Crawford (cl)	John Long
	News (m) 1,850	.021	....							
	Sunday edition (S) 1,850	.021	....							
FREMONT	Tribune									
10,000	(e) 6,777	.04	....	(R) (UP) (J) (148)	Hammond Ptg. Co.	Chas. S. Ryckman	Herbert S. Putman	Ray W. Hammond W. B. Reynolds (cm)	Ben I. Cusant	John Martin
GRAND ISLAND	Independent									
17,000	(e) 8,152	.04	.03	(R) (AP) (J) (148)	Independent Pub. Co.	A. F. Buechler		J. R. Fulton (bm) Adolph Boehm (cm)	J. R. Fulton	F. G. Baldwin
HASTINGS	Tribune									
14,000	(e) 9,074	.05	.05	(I) (UP) (†) (J) (E) (148)	Adam Breede	Adam Breede H. G. Smith	H. G. Smith	L. T. Kohl (bm) H. A. Alford (cm)	H. Biggert	O. C. Fearn (j)
KEARNEY	Hub									
9,000	(e) 3,545	.03	.023	(I) (UP) (J) (148)	Hub Ptg. Co.	M. A. Brown	Henry C. Kroger	Hugh R. Brown (bm) C. W. Sibbetts (cm)	E. S. Kroger	
LINCOLN	Journal									
87,446	(m) 20,374	....	....	(I-E) (AP,UP) (†) (J) (E) (22-78)	J. C. Seacrest	W. O. Jones F. L. Williams	H. Robins John Bentley (sp) W. O. Jones (Su)	F. S. Seacrest (bm) L. C. Senlegel (cm)	Al DuTeau J. W. Seacrest (n) W. H. Sherburne (cl)	Fred Mann Pierce Caldwell (j)
	Journal (e) 16,602	....	....							
	Combined daily (me) 37,336	.09	.071							
	Sunday edition (S) 27,747	.09	....							
	Star (e) 33,429	.09	....	(I) (AP,UP,INS) (†) (12-68)	Star Pub. Co. H. E. Gooch (Pres.)	J. E. Lawrence	L. A. Becker C. S. Sherman (sp) J. E. Lawrence (Su)	L. B. Tobin O. E. Jerner (cm)	W. W. White Geo. W. Dill (n) W. W. White (cl)	J. I. Moore
	Sunday edition (S) 27,265	.09	....							
McCOOK	Gazette									
7,000	(e) 2,950	.03	.029	(I) (UP) (J) (148)	H. D. Strunk	H. D. Strunk Al Weiber		H. D. Strunk (bm) Harry Hooks (cm)	A. W. Conow L. A. Walker (n)	Virgil Ruppert
NEBRASKA CITY	News-Press									
6,000	(m)	....	....	(I) (UP) (J) (131-5)	Press Ptg. Co.	J. H. Sweet	Albert Tedestrom	J. H. Sweet Leroy Cole (cm)	Marie J. Duncan	F. E. Olmsted
	News-Press (e)	....	....							
	Combined daily (me) 3,842	.025	.025							
	Sunday edition (S) 3,842	....	....							
NORFOLK	News									
11,000	(e) 8,967	.05	....	(I) (AP) (†) (J) (148)	Gene Huse	Gene Huse S. H. McCaw	N. S. Barth	Gene Huse F. C. Asmus (bm)	Wm. Reckert R. F. Kennedy (el)	B. W. Nightengale
NORTH PLATTE	Telegraph									
10,446	(e) 2,400	.021	....	(R) (J)	A. P. Kelly	A. P. Kelly				
OMAHA	Bee-News									
211,668	(m) 81,834	....	....	(R) (AP,UP,INS,US) (*Su) (†) (J) (E) (148)	N. B. Updike	Ballard Dunn Fred Hunter	T. Langdale Ralph Wagner (sp)	Joy M. Hackler (bm) L. L. Rickett (cm)	Leo Wilson I. M. Baker (n) F. P. McMahon (cl)	F. J. Temple W. J. Walsh (j)
	Bee-News (e) 52,703	....	....							
	Combined daily (me) 134,537	.25	.14							
	Sunday edition (S) 130,761	.25	....							
	World-Herald (m) 57,515	....	....	(I-D) (AP, CT, CP) (†) (E) (140)	G. M. Hitchcock	H. E. Newbranch W. R. Watson	B. F. Sylvester Fred'k. J. Ware (sp) Howard Erickson (Su)	H. Doorly (bm) M. B. McNab (cm)	F. I. Archibald (Dir) H. Christian (n) W. E. Summers (cl)	M. B. McNab
	World-Herald (e) 57,845	....	....							
	Combined daily (me) 115,360	.22	....							
	Sunday edition (S) 116,512	.22	....							
PLATTSMOUTH	Journal									
4,190	(e) 950	.018	....	(I) (J) (none)	R. A. Bates	R. A. Bates				
SCOTTSBLUFF	Star-Herald									
9,500	(m) 3,317	.03	.03	(I-R) (AP) (J)	Star-Herald Ptg. Co.	H. J. Wisner		H. J. Wisner (bm)		
SOUTH OMAHA	Sun									
	(e)	.071	....							
YORK	News-Times									
7,000	(e) 2,525	.03	....	(I) (UP) (†) (J)	York Bank Book Co.	Thos. A. Curran	Thos. A. Curran Thos. Burke	Thos. Burke	R. O. Bartlett	

NEVADA

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CARSON CITY	Appeal									
2,500	(e) 470	.011	.018	(D) (UP) (J) (d) (180)	H. R. Mighels	H. R. Mighels				A. E. Buckner
	News (m) 525	.018	....	(R) (J) (d) (4-39-180)	E. T. Clyde	E. T. Clyde				
	Sunday edition (S) 525	.018	....							
ELY	Times									
3,427	(e) 800	.021	....	(I) (UP) (J)	Vail M. Pittman	Vail M. Pittman	W. H. Buntin	V. M. Pittman I. B. Pittman (bm)		
GOLDFIELD	Tribune									
1,558	(e)	.029	....	(J) (d)	Esmeralda County Ptg. Co.	C. S. Hersig				
RENO	Gazette									
15,500	(e) 6,538	.04	.032	(R) (AP) (25-126)	Evening Gazette	D. E. W. Williamson (me)		Graham Sanford Leigh Sanford (bm)	M. M. Stampfli Leigh Sanford (n)	
	Nevada State Journal (m) 7,193	.035	.04	(I) (AP) (1)	James G. Scrugham	O. T. Buck	J. F. Cahlen (sp)	J. G. Scrugham O. W. Davie (bm) E. R. Franzman (cl)	E. J. Greenwalt	
	Sunday edition (S) 7,521	.035	....							
TONOPAH	Bonanza									
5,000	(e) 1,912	.018	....	(R) (J)	W. W. Booth	W. W. Booth				
	Times (m) 1,220	.018	....	(I-D) (AP) (J)	F. F. Garside	F. F. Garside		F. F. Garside		
	Sunday edition (S) 1,220	.018	....							
WINNEMUCCA	Humboldt Star									
2,400	(e) 1,914	.025	.011	(I) (UP) (J) (126)	R. C. Stitzer	R. C. Stitzer	Laura Bell	R. C. Stitzer		E. M. Stowe

NEW HAMPSHIRE

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CLAREMONT	Eagle									
11,575	(e) 2,350	.02	....	(R) (AP) (J) (121)	Eagle Press, Inc.	Wm. E. Langdon				
CONCORD	Monitor-Patriot									
24,000	(e) 6,279	.025	.025	(I) (AP) (121)	Monitor Patriot Co.	James M. Langley	William Newell	James M. Langley R. C. Bishop (cm)		
DOVER	Foster's Democrat									
13,029	(e)	.02	....	(AP) (121)	Geo. J. Foster & Co.	Geo. J. Foster				
KEENE	Sentinel									
12,000	(e) 3,994	.023	....	(R) (AP) (J) (167))	Sentinel Ptg. Co.	Harry C. Shaw (me)	John H. Kline	C. R. Bodgers (bm) Robert D. Nims (cm)	Robert D. Nims	

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEW HAMPSHIRE (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
LACONIA 10,879	Citizen (e) 1,853	.015	....	(I) (AP) (131-5)	Edward G. Gallagher			Etta G. Gallagher (bm)		
MANCHESTER 84,000	Union (m) 15,998	....	....							
	Leader (e) 15,028	....	....	(I-R) (AP,CP) (†) (E) (17)	Union-Leader Pub. Co.	Frank Knox Robert M. Blood		J. A. Muehling Wm. E. Potter (cm)	C. Dekker	
	Combined daily (me) 31,026	.12	....							
NASHUA 28,379	Telegraph (e) 6,366	.025	....	(R) (AP)	Telegraph Pub. Co.	B. E. Warren				
PORTSMOUTH 15,000	Herald (e) 6,230	.025	.025	(R) (AP) (J)	F. W. Hartford	F. W. Hartford P. A. Moulton	P. E. Kane R. D. McDonough (cp)	W. R. Dearborn (bm)		

NEW JERSEY

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ASBURY PARK 16,000	Press (e) 11,094	.04	....	(I-D) (AP,CP) (89)	J. Lyle Kinmonth	J. Lyle Kinmonth E. S. Longstreet, Jr.		Wayne D. McMurray (bm) Charles F. Abel (cm)	David Thurston	
	Sunday edition (S) 5,925	.04	....							
ATLANTIC CITY 67,000	Press (m) 24,605	....	....							
	Union (e) 16,428	....	....	(I) (AP) (E) (97)	Press-Union Pub. Co.	Francis E. Crossdale	Ernest Golding (m). Edw. F. Beach (e). L. E. Greenberg (sp) James Farrell (Su)	Albert J. Feyl W. L. Lippincott (cm)	Robert E. Peifer M. E. Mendelssohn (cl)	Edward Ely
	Combined daily (me) 41,033	.12	.085							
	Sunday edition (S) 19,967	.10	....							
BAYONNE 90,000	News (e) 12,063	.045	....	(R) (UP,INS) (52)	C. A. Ruhlmann	A. V. Rippa (me)				
	Times (e) 12,039	.05	....	(I-D) (INS) (none)	M. M. Lazarus	D. A. Dean				
BRIDGETON 14,323	News (e) 6,380	.03	.03	(R) (UP) (J) (134)	News Co.	Graham L. Schofield William B. Kirby	Lucie A. Henderson Ralph A. Brandt (sp)	Graham L. Schofield F. A. Stanger (bm,cm)	Graham L. Schofield	John R. Cowan George A. Bear (j)
	Pioneer (m)	.018	....	(D) (INS) (none)	George W. McCowan	H. L. Tyler				
	Sunday edition (S)	.018	....							
BURLINGTON 13,000	Enterprise (e) 5,183	.02	.02	(R) (J) (25)	Enterprise Pub. Co.	Jos. R. Cheesman	John H. Naylor	Jos. R. Cheesman Wm. Megonigal (cm)	J. Harry Roberts, Jr. K. H. O'Connell (cl)	Frank H. Cheesman W. E. Cheesman (j)
CAMDEN 138,000	Courier (e) 51,920	....	....	(I-R) (INS,UP,US) (164)	Courier-Post Co.	J. David Stern Harry T. Saylor	Frank H. Ryan (e) Glenn S. Wells (m) D. E. Basenfelder (sp-m) Frank H. Ryan (sp-e)	W. L. Tushingham (bm) C. D. Baylam (cm)	Frank J. Kinsella Fred T. Willkite (n) A. L. Ingram (cl)	Elmer C. Pratt
	Post (m) 12,921	....	....	(R) (INS,US,UP) (164)						
	Combined daily (me) 64,841	.16	.14							
ELIZABETH 115,000	Journal (e) 25,566	.085	.08	(R) (AP,UP) (63)	Fred L. Crane	Fred L. Crane George W. Swift	E. H. Griffen Arch Whitehouse (sp)	Fred L. Crane E. E. Stanion (bm) W. L. Good (cm)	F. Ernest Wallace Joseph M. Johnson (cl)	W. J. Burke
	Times (e) 7,232	.035	.035	(D) (INS) (59)	Joseph Moran	Joseph Moran Marus McFadden	Michael Scanon W. Bostock (sp)	Michael B. Ryan T. Bermingham (cm)	Austin J. Totterdell M. B. Ryan (n) E. Bryers (cl)	
HACKENSACK 21,000	Bergen Record (e) 13,738x	.06	....	(I) (AP) (†) (144)	Bergen Record Corp.	Matt C. Ely (me)	James M. Smith R. H. Wynkoop (sp)	Russell L. Binder (bm) R. G. Picinich, J. (cm)	M. L. Zimmerman Thomas N. Prime (cl)	Charles A. Young
HOBOKEN 68,166	Jersey Observer (e) 40,421	.11	.11	(I-D) (UP,SH,INS) (J) (72)	G. A. Belde	Arthur Fagan	James B. Egan Herman Donsky (sp)	Harry Kelly (cm)	A. L. Kornfelder	W. W. McQueen (j)
JERSEY CITY 326,000	Jersey Journal (e) 41,229	.12	.12	(I-R) (AP) (164)	Evening Journal Assn.	Joseph A. Dear	Frederick J. Gainsway Fred Dunham (sp)	Walter M. Dear (bm) M. S. Redmond (credit mgr.)	Charlotte Stuhr F. M. Heiland (cl)	R. B. Donaghy
LONG BRANCH 18,000	Record (e) 5,491	.03	.03	(I) (AP) (J) (134)	Daily Record, Inc.	Guion P. Wilson		Bryant B. Newcomb. W. MacKenzie (cm).	Herbert S. Meyers	Andrew J. Frederickson Frank M. Taylor (j)
MILLVILLE 16,987	Republican (e) 4,600	.02	.018	(R) (INS) (J) (91)	Republican Pub. Co.	Earl M. Wescoat		B. Frank Buck H. S. Tozar (asst. m) H. C. Tomlin (cm).	H. C. Tomlin	B. F. Buck (j)
MORRISTOWN 18,000	Jerseyman (e) 4,878	.04	.016	(I) (AP) (†) (134)	Jerseyman, Inc.	Ernest Henry Smith	R. A. Drummond (sp).	Alva E. Lamberton Philip L. Meyer (cm)	Philip L. Meyer Walter R. Noyes (cl).	Thomas J. McClosky
	Record (e) 4,222	.025	.018	(I) (INS) (J) (144)	Norman B. Tomlinson	Norman B. Tomlinson	Norman B. Tomlinson Wm. P. O'Neill (sp).	Norman B. Tomlinson Mabel C. Quinn (cm).	Norman B. Tomlinson Mabel C. Quinn (cl).	W. E. Wulfers A. E. Kistner (j)
NEWARK 466,000	Ledger (m) 56,724	.15	....	(I) (AP) (E) (72)	L. T. Russell	Harry Gray	Joseph Donovan (sp)	L. T. Russell, Jr. (bm) Charles Davies (cm)	George Gaertner James H. Konkle (cl).	
	Sunday edition (S) 41,188	.15	....							
	News (e) 128,598	.24	.20	(I) (AP,UP,CP) (†) (E) (140)	Wallace M. Scudder	Edward W. Scudder Arthur J. Sinnott	Lloyd L. Felmly Joseph T. Scarry (sp).	Eugene W. Farrell Harvey G. Kallop (cm)	Eugene W. Farrell Benj. J. Foley (cl)	Bert Olmstead
	Star-Eagle (e) 100,032	.20	....	(I-R) (AP,SN) (†) (17)	Paul Block	W. E. Bowman (me)	James J. Kennedy Bert Dodge (sp)	Henry J. Auth Gilbert Falk (bm) W. F. Balmforth (cm)	John F. Betz A. H. Van Duyne (cl)	F. A. Conery
	Sunday Call (S) 79,253	.15	.15	(I) (AP) (*S) (25)	Call P. & P. Co.	James P. Logan	Wm. F. B. McNeary G. A. Falzer (sp) Max R. Faelten (Su)	Louis Hannock Louis Reshkin (cm)	Philip H. Baldwin	
NEW BRUNSWICK 38,000	Home News (e) 13,685	.06	.03	(I) (AP,UP) (20a)	Home News Pub. Co.	Elmer E. Boyd George C. Ingling	George C. Ingling John K. Quad (sp) H. E. O'Neill (Su).	Elmer B. Boyd Elmer B. and W. B. Boyd (bm) R. C. DeHart (cm).	Harvey A. Huff William B. Boyd (n).	William E. Rule
	Sunday Times (S) 11,417	.06	.03							
ORANGES 148,000	Courier (e) 6,877	.06	.049	(I) (INS) (134)	G. Clifford Jones	James MacDonald	Harold Segal P. A. Smith (sp)	Henry N. Balch (bm) Carroll Shively (cm).	Fred N. Kilgus	
PASSAIC 71,000	Herald (e) 15,753	.05	.04	(I) (AP,CP) (121)	James H. Walden	William M. McBride	Louis A. McMahon Robert E. Irwin (sp)	Edward H. Roemle Joseph J. Harvey (cm).	Peter M. Contant John Zellin (cl)	James C. Sigler
	News (e) 15,035	.05	....	(I-R) (AP) (97)	Emmett A. Bristor	George M. Hartt Harold W. Gras	Allen W. Smith Wendell Merrill (sp).	E. A. Bristor J. C. Healy (cm)	H. F. Buonocore C. W. Delaney (n). Bert Hartman (cl)	
	Sunday Eagle (S) 4,850	.05	.03	(I-D) (INS) (†) (J) (none)	Max L. Simon	Max L. Simon	Robert Stakesing Harry Grossman (sp)	Max L. Simon Joseph Grossman (cm).	D. F. Fitzpatrik E. Zucker (cl)	William Post
PATERSON 140,000	Call (m) 19,104x	.06	.052	(R) (AP) (†) (J) (63)	Call P. & P. Co.	Ferdinand A. Friedrich	John J. Sweeney Wm. Harvey (sp)	Theo. W. Hendershot Fred A. Friedrich (cm)	Henry De Yong	George M. Schreck Walter J. Holt (j)
	News (e) 14,065x	.05	.052	(I) (INS) (†) (164)	Harry B. Haines	Harry B. Haines	A. J. Greene E. J. Callahan (sp)	Jules C. Levine Thomas Dunkerly (cm).	H. M. Schmidt M. G. Levine (n) S. Alexander (cl)	D. B. Watson
	Press-Guardian (e) 16,802x	.06	.056	(I) AP) (†) (144)	W. B. Bryant	John L. Matthews	August Epple R. L. Healey (sp) J. L. Matthews (Su)	W. B. Bryant P. M. Shipman (cm)	R. Leeds (local) Lambert Petzinger (n) C. M. Foyle (cl)	James T. Pete
	Sunday Chronicle (S) 12,193x	.06	.056							
PERTH AMBOY 48,000	News (e) 11,664x	.055	....	(I) (AP) (144)	Evening News Co.	J. L. Clevenger	I. J. Reimers	D. P. Olmstead E. T. Trueman (cm)	J. Y. Duff	
PLAINFIELD 52,000	Courier-News (e) 10,186	.05	.0428	(I-R) (UP) (J) (119)	Courier-News Co.	Frank E. Gannett Norman Nairn	Harold E. Keenan Gene Hampson (sp)	C. F. Stout W. H. Blackford (cm).	A. W. Zimmerman	William Morrison
TRENTON 136,700	State Gazette (m) 16,362	....	....							
	Times (e) 43,234	....	....	(I) (AP,UP,INS,US) (†) (E) (97)	James Kerney	John H. Sines (m) T. F. Waldron (e). F. D. Schroth (me)	Harold Levy (e) Helen John (m) W. R. Clark (e) (sp) W. Chilton (m) (sp) John H. Sines (Su).	Frank D. Schroth H. Burdett (m) (cm). A. V. Abarose (e) (cm)	Joseph Kerney R. L. Sweeney (n) John F. Callahan (cl)	Russell Stirling
	Combined daily (me) 59,596	.16	.15							
	Sunday edition (S) 32,004	.14	.11							

Within a Radius of 5 Miles of
ATLANTIC CITY'S

City Hall Is Concentrated Nearly 92% of the Entire Net Paid Daily Circulation of the Great

PRESS-Union NEWSPAPERS

37,381 CIRCULATION in 5 Mile Radius

Absecon Island and the Small Towns Along the Shore Road Should, in Reality be Designated Residential

ATLANTIC CITY

For it is estimated that more than ninety-five per cent of the families living on Absecon Island, which besides Atlantic City, includes Ventnor City, Margate and Longport are engaged in business in Atlantic City, as are more than 75 per cent of the families living along the "Shore Road" including the towns of Absecon, Pleasantville, Smith's Landing, Seaview, Bakersville, Northfield, Bellhaven, Linwood, Ocean Heights and Somers Point, all of which towns are within a five-mile radius of Atlantic City.

Dominate Atlantic City

and Trading Market

AT

One Cost

Through the Advertising Columns of the

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MEMBER A. B. C.

Largest Circulation in the History of the Press-Union Newspapers

Average Net Paid Circulation For 6 Months Ending Sept. 30, 1927 41,033 Copies a Day

NEW YORK
Graybar Building

CHICAGO
Tribune Tower

Kelly-Smith Company
NATIONAL REPRESENTATIVES

PHILADELPHIA
Atlantic Building

BOSTON
Waterman Building

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEW JERSEY (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
UNION CITY 60,000	Hudson Dispatch (m) 15,569	.06	.06	(D) (AP) (J) (124-163)	William Rubel	Haddon Ivins John Mitchell	Frank Boyce Lud Shabazian (sp)	William Rubel L. J. Whitford (bm) John Schuler (cm)	Walter Dodwell Harry Strauss (cl)	Frederick Wood A. Zecker (j)
VINELAND 10,000	Journal (e) 2,841	.025	....	(I) (UP) (134)	Evening Journal	Edward H. Ladd	Gordon J. Hart	George C. Ladd	Arthur J. Scholz George C. Ladd (n)	
WOODBURY 8,000	Times (e) 4,350	.03	.03	(I) (INS) (J) (none)	Times Co.	J. F. Wilson	J. F. Wilson	J. F. Wilson		James Robertson J. F. Wilson (j)

NEW MEXICO

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALBUQUERQUE	Journal (m) 10,341 Journal (e) 6,509 Combined daily (me) 16,850 Sunday edition (S) 11,126 N. M. State Tribune (e) 12,529	.... .07 .07 .07	....	(I) (AP) (9)	T. M. Pepperday	H. P. Pickrell	C. C. Root Dan Burrowe (sp)	C. M. Goodrich (cm)	E. W. Patton John Morrow (cl)	E. C. Starrett
				(I) (UP,SHA) (†) (3)	Scripps-Howard	E. H. Shaffer C. E. Ely	C. E. Ely Bert Bliss (sp)	W. C. Mayborn R. B. Waggoman (bm) O. B. Lester (cm)	Don M. Higgins R. B. Waggoman (n). H. Y. Atherton (el)	W. C. Reed
EAST LAS VEGAS 9,316	Optic (e) 3,211	.02	....	(I-R) (INS) (none)	Optic Pub. Co.	H. W. Kane	Pat Burgess M. C. Salmon (sp)	H. W. Kane C. F. Kohl (bm) C.H.Deutschman (cm)	Geo. M. Staples	R. M. Hemstreet M. Laude (j)
RATON 6,500	Range (e) 1,365	.022	.016	(I-R) (AP) (†) (J)	Raton Pub. Co.	Paul A. F. Walter		W. G. Brown	Joseph Conway	Hugo Nord W. G. Brown (j)
ROSWELL 7,062	Record (e)	.025	.025		C. E. Mason	C. E. Mason				
SANTA FE 8,200	New Mexican (m) 2,262	.022	.018	(I) (AP) (J)	Santa Fe N. M. Pub. Co.	E. Dana Johnson	E. Dana Johnson A. N. Morgan (sp)	J. C. McConvery Grace Hammon (cm)	Cliff McCartny A. J. Kaune (n)	

NEW YORK

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALBANY 125,000	Knickerbocker Press (m) 35,507 Sunday edition (S) 55,314	.12 .17	....	(I-R) (AP,UP,CP) (*S) (†) (E) (22)	Lynn J. Arnold, Jr.	Lynn J. Arnold, Jr. Allen Eddy	Charles Young (sp)	Lynn J. Arnold, Jr. A. D. Hecox (bm) H. H. Kentor (cm)	John J. Connors Jas. McGovern (cl)	Joseph Griesman
	News (e) 48,423	.13	....	(I) (AP,UP,CP) (†) (E) (22)	Lynn J. Arnold, Jr.	Lynn J. Arnold, Jr. Walter P. Plummer	Charles Young (sp)	Lynn J. Arnold, Jr. A. D. Hecox (bm) H. H. Kentor (cm)	John J. Connors Jas. McGovern (cl)	Joseph Griesman
	Telegram (S) 23,082	.06	.05	(R) (UP) (J) (99)	Sunday Telegram Corp.	E. W. Bates	W. T. Whittemore (sp)	John Lehman H. S. Schock (cm)	W. J. McCann	W. Harrison (j)
	Times-Union (e) 46,539	.14	.08	(I) (AP,INS) (†) (E) (20-102-45)	E. W. Waldron	Dan Carroll (me)	Wilson Sullivan Marty McDonagh (sp)	H. H. Oschay (cm)	W. A. Glass M. P. Trippe (cl).	
AMSTERDAM 33,524	Recorder & Democrat (e) 7,532	.034	.039	(R) (AP) (J) (88)	Wm. J. Kline & Son, Inc.	William J. Kline John E. Willoughby	Benj. H. Simmons W. B. Maroney (sp)	Gardiner Kline Jas. Blanchfield (cm)	William H. Kuhn A. W. Savage (n) Milo Dressler (cl)	William B. Greene Elmert Trull (j)
AUBURN 39,811	Advertiser-Journal (e) 3867 Citizen (e) 6,264 Combined daily (e) 10,131	.... .055	.012 .022	(R) (AP) (91)	Advertiser-Journal, Inc.	V. J. Callanan (me)		Chas. D. Osborne (bm)		
				(I) (AP) (J) (91)	Auburn Pub. Co.	Wm. O. Dapping (me)		Chas. D. Osborne (bm)		J. C. Jacobs (j)
BALLSTON SPA 5,000	Journal (e) 1,100	.014	....	(R) (J) (39)	C. H. Grose & Son	Arthur Mathers		C. H. Grose, Jr.	C. H. Grose, Jr.	C. H. Grose, Sr.
BATAVIA 17,000	News (e) 9,355	.04	.04	(I-R) (AP) (†) (none)	Griswold & McWain, Inc.	A. J. McWain L. W. Griswold	F. J. Schindelmeyer	M. R. Miller		
BINGHAMTON 80,169	Press (e) 36,511x Sun (m) 22,712x	.12 .07	.08	(I) (AP,UP) (mer) (†) (E) (26)	Binghamton Press Co.	Frank W. Clark	Pierce Weller Albert Lamb (sp)	Ralph E. Bennett Chas. E. Blower (cm)	James J. Burnett R. E. Bennett (n). Leo S. Mulford (cl)	Walter Kettle
				(R) (AP,US) (9)	Morning Sun, Inc.	Walter J. Lyon		Wm H. Hill		
BROOKLYN 2,274,400	Citizen (e) 42,249 Sunday edition (S) 45,260	.12 .12	.12 .12	(D) (UP) (91)	David J. McLean	Solon Barbanell James J. Dempsey	Arthur J. Busch Wm. J. Granger (sp). H. E. Tower (Su)	Ed. F. Seixas (bm) M. C. Liana (cm)	James J. Francis B. Glass (cl)	W. E. Tydeman
	Eagle (e) 77,338 Sunday edition (S) 87,914	.25 .25	.22 .22	(I) (AP) (J) (140)	Herbert F. Gunnison	Arthur M. Howe Harris M. Crist	Edwin B. Wilson Abe Yager (sp) F. B. Stevenson (Su)	Herbert F. Gunnison Edw. G. Martin (bm) Seth J. Moore (cm)	Harry T. Madden C. W. Nolan (cl)	George Windram Emil J. Aberle (j)
	Sandard Union (e) 68,231 Sunday edition (S) 71,678	.20 .20	.20 .20	(R) (UP) (90)	Jos. T. Early	John A. Halton Chas. L. Mulligan	Paul A. Tierney Geo. N. Palmer (sp)	Frank J. Reilley (bm). Jas. Hennessy (cm)	William F. Reynolds. R. J. O'Donnell (n). F. Baragwanath (cl)	William Donohue
	Times (e) 92,437 Sunday edition (S) 82,955	.22 .22	....	(R) (UP) (†) (E) (109)	Fremont C. Peck	John N. Harman Clarence A. Hebb	W. W. Williams Leonard Wooster (sp)	John N. Harman G. R. Rothwell (bm) E. S. Dobson (cm)	Leslie L. Rood Wm. C. Fowley (cl)	
BUFFALO 550,000	Courier-Express (m) 122,531 Sunday edition (S) 160,557	.22 .30	.22 .30	(I) (AP) (INS) (*S) (mer) (†) (109)	Wm. J. Conners, Jr.	Burrows Matthews John D. Wells	Charles McChesney Wm. J. Kelly (sp) W. E. J. Martin (Su)	William S. Bennett F. J. Clancy (cm)	William E. O'Brien. Aug. Domedion (n). F. McCormick (cl).	Andrew Bennett
	News (e) 152,684	.30	....	(R) (AP,UP,CP) (mer) (†) (97)	Edward H. Butler	Edward H. Butler A. H. Kirchhofer		Edward H. Butler	Joseph F. Meila	
	Times (e) 111,222 Sunday edition (S) 125,480	.24 .24	.18 .18	(D) (AP,UP,INS) (*S) (mer) (†) (E) (172)	Norman E. Mack	Norman E. Mack W. Nelson Wilkinson	Walter Fix R. C. Stedler (sp) S. W. Hippler (Su)	Philip F. Metz S. C. Welch (bm) M. D. Treble (cm)	H. E. Pocock W. J. Rosenberger (n). C. D. McLucas (cl)	D. J. Sullivan
CANANDAIGUA 7,356	Messenger (e) 3,189	.03	....	(I) (INS) (89)	Richard DeWitt	Richard DeWitt		Richard DeWit	J. W. Ferguson	
CATSKILL 4,728	Mail (e) 2,874	.025	....	(D) (J) (91)	M. E. Silberstein	M. E. Silberstein				
COHOES 25,360	American (e) 11,281	.045	....	(I) (INS) (J) (121)	Cohoes American, Inc.	Frank V. Kennedy	Thomas Kiley Jos. O'Brien (sp)	James J. Wallace Albert Jones (cm)	A. A. Scully Jas. J. Wallace (n). Bernard Kelly (cl)	H. H. Bessette Frank Reeves E. A. Foley (j)
COOPERSTOWN 2,875	Glimmerglass (e) 600	.025	....	(I) (J) (none)	Freeman's Journal Co.	W. R. Littell			Floyd Mumford	G. H. Johnson
CORNING 22,000	Leader (e) 9,048	.05	....	(I) (AP) (J) (89)	E. S. Underhill	J. F Rolfe	L. J. McCarthy Niver Beeman (sp)	W. A. & E. S. Underhill, Jr. W. A. Underhill (cm)	Vincent P. McHugh	Leon Taylor W. H. Older (j)
CORTLAND 16,000	Standard (e) 5,660	.04	....	(R) (AP) (J) (25)	Standard Ptg. Co.	William H. Clark Fred H. Crook	Fred H. Crook William Dowd (sp)	William H. Clark E. H. Clark (bm) (cm)	E. H. Stanley E. H. Clark (n) L. P. Randall (cl)	Edward H. Clark Edward J. Ryan (j)
DANSVILLE 5,300	Breeze (e) 1,650	.021	....	(R) (INS) (J) (4)	B. H. Knapp	B. H. Knapp				
DUNKIRK 20,407	Observer (e) 4,426	.03	....	(UP) (52)	Dunkirk Ptg. Co.	Gerald B. Williams				
ELMIRA 42,000	Advertiser (m) 8,639 Star-Gazette (e) 26,049 Sunday Telegram (S) 22,859 Combined daily (me) 34,688	.... .06 .11	....	(I) (AP,CP) (†) (E) (119)	Frank E. Tripp	Frank E. Gannett R. D. Waid (m) G. S. Crandall (e). M. D. Richardson (S)	J. P. Hanrahan (e). R. D. Waid (m) C. Matthews (s) W. B. Baldridge (e) (sp) W. G. Sherwood (m) (sp)	John T. Calkins Harry Baltz (cm)	John T. Calkins Myrtle Deuel (cl)	Frank J. Genger

WE OFFER YOU— DEALER CONFIDENCE

It matters not how attractive your package may be —if the dealer does not have it in stock.

It matters not how much you invest in beautiful window and counter displays—if the dealer does not display them.

It matters not how eloquent or appealing your advertising message may be—if the dealer and his clerks are not enthusiastic about your product.

The exact middle of the dealer's counter is the most critical point in your merchandising journey. There your product lives or dies, regardless of the amount of time, money and effort you have put behind it.

And it is exactly at that point that The Binghamton (N. Y.) Press is of most value to the advertisers who use its columns.

The dealer and his clerks know The Binghamton Press. They respect it and have confidence in it. The fact that this newspaper accepts your advertising message for insertion in its columns is generally evidence enough that your product is worth stocking, and worth recommending.

The Binghamton Press prides itself on the fact that it has built up just as strong a dealer-confidence as it has a reader-confidence, and advertisers may enter the Binghamton Market with the assurance that their representatives will be well received by almost every dealer in this area.

What more can you ask of a newspaper?

THE BINGHAMTON PRESS

THE JOHN BUDD COMPANY

National Advertising Representatives

New York
9 East 37th Street

Chicago
Tribune Tower

St. Louis
Chemical Bldg.

Atlanta
Healey Bldg.

Los Angeles
Chamber of Commerce Bldg.

San Francisco
Sharon Bldg.

Portland
Security Bldg.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEW YORK (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
FLUSHING	Journal									
65,000	(e) 10,200	.05	.045	(I) (INS) (J) (52)	Journal Ptg. Co., Inc.		A. B. Davidson J. B. Brennon (sp)	J. R. Hemler (bm) E. B. Idelson (cm)	Joseph R. Hemler	J. C. Schlagel
FREEPORT	Nassau Review									
50,208	(e) 11,494	.06	.06	(R) (AP,INS) (E) (J) (148)	James E. Stiles	James E. Stiles	Arthur L. Hodges John Greene (sp)	James E. Stiles Theo. Edson (cm)	Herbert F. Hofmann C. A. Ritchie (n). H. F. Hofmann (cl).	R. C. Hallock Wilbur Raynor (j)
GENEVA	Times									
16,000	(e) 5,723	.04	.029	(I-R) (AP,CP) (131-96)	George B. Williams	W. A. Gracey	E. T. Emmons Lav. English (sp)	George B. Williams Joseph Crimmins (cm).		
GLENS FALLS	Post-Star									
18,000	(m) 10,020	....	....	(D) (AP) (J) (97)				J. L. Fowler		
	Times									
	(e) 6,378	....	....	(R) (INS) (J) (97)	Glens Falls Post Co.	F. G. Bascom Claude Fox	Ralph Knight (m) (sp). Harry Wallace (e) (sp)	A. P. Irving (bm) G. R. Miller (m) (cm) G. Russell (e) (cm).	A. P. Irving Roland Newton (cl).	A. Hamel
	Combined daily									
	(me) 16,398	.07	.07							
GLOVERSVILLE	Herald									
24,000	(m) 5,659	.035	.03	(I-R) (AP) (J) (119)	Morning Herald Co.	E. H. Cullings W. S. Beeman	Evan B. Cullings	E. H. Cullings R. B. Waters (bm). Roy Church (cm)	Leonard Hannig J. P. Jenkins (cl).	Clarence Wilmot, Jr. Edward Born (j)
	Leader-Republican									
	(e) 7,320	.035	.03	(R) (AP) (J) (124-163)	W. B. Collins Co.	F. L. Rogers	W. F. Hine	F. L. Rogers E. H. Mills (bm) F. E. Arn (cm)	J. R. Paul Agnes Miller (n)	C. J. Wilmot (j)
HERKIMER	Telegram									
10,910	(e) 3,250	.025	....	(I) (UP) (J) (79)	Telegram Pub. Co.	W. P. Small (me)		W. P. Small	P. R. Hult	J. L. Oliver
HORNELL	Tribune-Times									
15,784	(e) 8,224	.04	.032	(I) (AP) (J) (91)	W. H. Greenhow Co.	S. Mabel Wombough	L. J. Raisor W. H. Fleming (sp).	Olive G. Bulsch R. Lewis Boller (cm).	Mary M. Emo	A. H. Howard H. M. Wickes (j)
HUDSON	Register									
13,000	(e) 2,701x	.025	....	(D) (AP) (88)	Raymond D. Kennedy					
	Star									
	(m) 3,437x	.03	.025	(R) (UP) (J) (119)	Emory C. Van Loan	Henry M. James Frank L. Kent		Emory C. Van Loan		
ITHACA	Journal-News									
18,948	(e) 7,668	.05	.021	(I) (AP) (†) (119)	Ithaca Journal-News, Inc.	Harry G. Stutz	L. E. Mintz Wm. F. Fahey (sp).	Harry G. Stutz L. V. Lewis (cm)	L. S. Pickering E. M. Mitchell (cl)	M. J. Watkins
JAMAICA	Long Island Press									
250,000	(e) 20,789	.10	....	(I) (UP,INS) (52)	Wm. F. Hofmann					
JAMESTOWN	Journal									
45,000	(e) 9,642x	.03	.025	(R) (AP) (88)	Frederick P. Hall	Frederick P. Hall	E. B. Briggs G. F. Dodds (sp)	Henri M. Hall (bm) J. M. Armstrong (cm).	Levant M. Hall J. S. Metcalfe (cl)	
	Post									
	(m) 12,004x	.035	....	(R) (AP) (mer) (17)	Post Pub. Co., Inc.	Edward L. Allen	J. Harold Swanson Theo. Swanson (sp).	Robt. K. Beach (bm) E. O. Schug (cm)	O. W. Bunting Robt. K. Beach (n). Harold A. Brown (cl)	C. G. Palmer
KINGSTON	Freeman									
30,000	(e) 8,124	.04	.025	(R) (AP) (†) (J) (91)	Freeman Pub. Co.	Jay E. Klock A. W. Hoffman	Edward L. Merritt Louis Netter (sp)	H. duBois Frey (bm) Eugene Cornwell (cm).	Mae Brodhead H. duBois Frey (n). Gertrude Smith (cl).	James E. Low Peter J. Spota (j)
	Leader									
	(m) 3,792	.025	.025	(D) (INS) (J) (none)	Leader Co., Inc.	Thomas J. Comerford	Floyd G. Edinger N. Markson (sp)	Ira V. D. Warren Earl Gedney (cm)	Wilbur Haines G. H. Bruck (n). Chas. Lamphere (cl)	George Zelis Kenneth Hyatt (j)
LITTLE FALLS	Times									
14,000	(e) 4,682	.03	.025	(I) (AP) (J) (79)	Crowley Co.	John Crowley	John B. McGuire, Jr.	John Crowley K. F. Crowley (bm). J. S. Hughes (cm)	J. S. Hughes	C. D. Crowley
LOCKPORT	Union-Sun & Journal									
25,000	(e) 8,474	.045	....	(I) (AP) (89)	Union-Sun & Journal, Inc.	T. E. Brundage				
L'O ISLAND CITY	Star									
400,000	(e) 25,149	.09	.09	(I) (INS) (79)	LeRoy L. Smith	LeRoy L. Smith David A. Butler	F. C. Ferguson (sp)	R. J. Setchanove (bm) A. A. Brandon (cm).	Robt. J. Setchanove Felix Towle (cl)	
LYNBROOK	Nassau Star									
10,000	(e) New daily	.035	.03	(R) (UP) (J) (52)	Lloyd C. Griscom	Edward J. Smith	William Thompson Chic Kelly (sp)	Oscar H. Julius Edward Donlan (cm)	Wm. K. Dorman Harold Lockwood (cl).	Wm. V. Plant
MALONE	Telegram									
8,820	(e) 4,675	.025	.025	(R) (AP) (d) (149)	Telegram Co.	Charles M. Redfield Leon L. Turner Douglas N. Callander.				
MAMARONECK	Times									
12,000	(e) 3,254	.03	.025	(I) (INS) (91)	Geo. P. Forbes	Wm. T. Miley			Joseph Bianco	James Proctor
MEDINA	Journal									
6,327	(e) 2,222	.025	....	(R) (J) (d) (none)	Journal Pub. Co.	Alonzo L. Waters				
MIDDLETOWN	Times-Herald									
20,000	(e) 10,679x	.05	.05	(I) (UP) (J) (148)	Orange Co. Independent Corp.	George L. Seese (me)	Leigh R. Hawley MacL. Woodley (sp).	Charles E. Koons John J. Decent (bm). Moe N. Sussman (cm)	John J. Decent	Allan Kistler
MOUNT VERNON	Argus									
54,000	(e) 9,663	.05	....	(I) (INS,UP) (91)	F. A. Merriam	M. S. Porter	Wm. P. Stevens	F. A. Merriam	L. G. Speidell	
NEWBURGH-BEACON	News									
41,893	(e) 15,304	.08	....	(I) (UP) (†) (J) (119)	Frederick H. Keefe	Frank E. Gannett Calvin D. Myers	Edward P. Dunphy Harold Rebrey (sp)	Frederick H. Keefe P. S. Maclaughlin (cm).	Harry Cohen A. C. Stapleton (cl).	Robinson Bentley
NEW ROCHELLE	Standard-Star									
40,000	(e) 8,111	.04	....	(I) (UP,INS) (91)	T. Harold Forbes	T. Harold Forbes	Douglas E. Cooper M. Partridge (sp)	Harry Furey (cm)	Charles H. Griffin	Edward Brophy
NEW YORK CITY	American									
5,970,800	(m) 227,969	.50	.45	(I) (AP,INS) (mer) (†) (E) (108-181-86)	Clarence B. Lindner	Edmond D. Coblentz Lee Ettleson	Martin Dunn Edw. J. Frayne (sp). F. J. McCarthy (Su).	M. M. Lord (bm) B. W. Bloom (cm).	E. M. Alexander	Joseph Cunningham Charles W. Horn (cl)
	Sunday edition									
	(S) 1,099,735	1.50	.91							
	Graphic									
	(e) 282,235	.55	.53	(I) (UP) (*Sat) (†) (158)	E. H. Gauvreau	E. H. Gauvreau M. H. Weyrauch	W. E. Plummer E. Sullivan (sp)	Lee Ellmaker Jacob Aarons (cm)	Harry Abearn W. I. Englehart (n). Wm. F. Metz (cl)	
	Herald-Tribune									
	(m) 302,598	.60½	....	(I-R) (AP) (*S) (167-187-172)	New York Tribune, Inc.	Ogden Reid A. R. Holcombe	Stanley Walker Harry Cross (sp). A. C. Clark (Su)	Howard Davis (bm). Porter Caruthers (cm) (act)	George J. Auer J. F. Ford (n) L. Heaton (cl)	A. H. Burns
	Sunday edition									
	(S) 373,484	.645	....							
	Home News									
	(e) 87,986	.50	....	(I) (J) (E) (none)	James O'Flaherty			J. P. Fitz Maurice (cm)		
	Sunday edition									
	(S) 95,331	.50	....							
	Journal									
	(e) 680,681	1.25	....	(I) (†) (INS) (49-175)	E. M. Alexander (V.P.)	Arthur Brisbane William Curley		A. B. Chivers (bm). J. D. Bannon (cm).	R. C. Brown (n)	
	Journal of Commerce									
	(m) 25,785	.28	....	(I) (UP) (none)	Bernard H. Ridder	H. Parker Willis				
	Mirror									
	(m) 449,369	.60	....	(tab) (I) (INS,UE) (E) (136)	George d'Utassy	Victor Watson	Geo. McDonald (day) R. Daniel, Jr. (night) Dan Parker (sp)	George d'Utassy F. A. Bloom (cm).	J. Mora Boyle	Dave Almond
	Morning Telegraph									
	(m) 42,326	.25	....	(I) (UP) (*S) (E) (88)	Hermis Press Corp.	Meyer Solmson	Meyer Solmson Sam Taub (sp) J. B. Donnelly (Su).	Col. L. G. Ament J. K. Walbridge Asst. gm) L. F. Gautier (cm).		Emerson H. Detrick
	Sunday edition									
	(S) 42,326	.28	....							
	News									
	(m) 1,028,994	1.50	.75	(I) (AP,CT,UP) (*S) (†) (E) (130-127)	News Syndicate Co., Inc.	J. M. Patterson Frank Hause	Harvey Denell Paul Gallico (sp). Robt. C. Shand (Su).	Roy C. Hollies J. W. Barnhart (bm). J. S. Sullivan (cm)	Ray T. Wilken H. B. Sherwod (n).	John Gow
	Sunday edition									
	(S) 1,374,018	1.65	.75							
	North Side News									
	(e)	.105	.105	(J) (none)	George W. Markey	George W. Markey	P. Boldes C. McCullough (sp).	George W. Markey Fred Halliday (cm)	J. K. Markey V. Donnelly (cl)	Edward J. Markey
	Sunday edition									
	(S)	.105	.105							
	Post									
	(e) 68,477	.40	....	(I-R) (AP) (*Sat) (142-157-46)	Cyrus H. K. Curtis	Julian S. Mason Ralph E. Renaud	Vincent G. Byers	Chas. C. Lane (bm). Abram Newman (cm)	Harry W. Brown	
	Sun									
	(e) 276,668	.54	.29	(I-R) (AP,UP,CP) (E) (10-40-104)	William T. Dewart	Frank M. O'Brien Keats Speed	Edmund Bartnett Joe Vila (sp)	E. S. Friendly (bm) J. E. Hasenack (cm)	H. B. Fairchild E. A. Sutphin (n) H. L. Goldman (cl).	J. E. Martin

In the twelve months ended December 31st, 1927, the New York Herald Tribune was the only New York morning newspaper of standard size to make a gain in advertising—*the result of* RESULTS *for Herald Tribune advertisers.*

These are the Gains and Losses—

Herald Tribune *Gained*	-	347,831 lines
Next Newspaper LOST	-	78,222 lines
Next Newspaper LOST	-	432,735 lines
Next Newspaper LOST	-	2,209,955 lines

NEW YORK
Herald Tribune

SAN FRANCISCO
Verree & Conklin
681 Market Street

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

DETROIT
Woodward & Kelly
Fine Arts Building

BOSTON
Carroll Judson Swan
931 Park Square Bldg.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEW YORK (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
NEW YORK (Cont'd)	Telegram (e) **228,984**	.45	.36	(I) (UP) (3)	N. Y. Telegram Corp	Wm. L. Sturdevant Andrew W. Ford	Walter Lister Joe Williams (sp)	Harold Hall (bm) T. J. Dowling (c dir) J. J. Winters (cm)	Hal J. Fletcher J. L. Irvin (cl)	W. E. Kimball
	Times (m) **392,800**	.748	....	(I) (AP) (*8) (E) (72-142-15)	Adolph S. Ochs	Rollo Ogden Carr V. Van Anda F. T. Birchall (act me)	David S. Joseph B. S. Thomson (sp) Lester Markel (Su)	Louis Wiley (bm) C. A. Flanagan (cm)	B. T. Butterworth John A. Finneran (cl)	Charles F. Hart
	Sunday edition (S) **656,338**	.968	....							
	Wall Street Journal (me) **31,605**	.30	.30	(I) (UP) (115-93)	Dow Jones & Co	William P. Hamilton Kenneth C. Hogate	Cyril E. Kissane J. C. Newcomb (sp)	H. A. Hopkins (bm) Wm. J. Carter (cm)	Paul B. Howard	David J. O'Connell
	Wall Street News (m) **3,863**	.40	.30	(I) (CN) (37-135)	N. Y. News Bureau Asso	Stanley L. Phraner William W. Craig		G. E. Brown (bm) J. J. Kennedy (cm)	Kendric Taylor	William Usher
	World (m) **335,880**	.44	.339	(D) (AP) (*8) (†) (J) (E) (16-51)	Press Pub. Co	Ralph Pulitzer Herbert B. Swope	James M. Barrett James Robbins (sp)	F. D. White J. F. Bresnahan (bm) N. R. Hoover (cm)	W. J. Merrill J. D. Brewer (n) J. P. Crynes (cl)	G. S. Williamson Jos. P. Seide (j)
	Sunday edition (S) **571,181**	.46	.363							
	Evening World (e) **314,061**	.44	.339	(I-D) (AP,CP,UP) (†) (J) (E) (16-51)	Press Pub. Co	Harold S. Pollard John H. Tennant	J. M. Rainey Richard Freyer (sp)	F. D. White J. F. Bresnahan (bm) N. R. Hoover (cm)	W. J. Merrill J. D. Brewer (n) J. P. Crynes (cl)	G. S. Williamson Jos. P. Seide (j)
NIAGAGA FALLS.. 77,042	Gazette (e) 23,124	.07	.07	(I-R) (AP) (mer) (†) (J) (97)	Gazette Pub. Co	N. F. Maddever	L. E. Gooding M. J. Quinlan (sp)	A. C. Deuel F. S. Ohrt (cm)	C. M. Snyder A. Stambusky (cl)	L. C. Chandler (j)
NO. TONAWANDA. 35,000	News (e) **4,790**	.029	.025	(I) (UP) (176-23)	News Pub. Co	C. E. Hewitt	E. T. Hitchcock E. H. Hewitt, Jr. (sp)	C. E. Hewitt E. Lewis (bm)	A. L. Luce C. E. Hewitt (n) Edward Pohl (cl)	C. A. Martin
NORWICH 8,345	Sun (e) 3,012	.03	.021	(I-R) (AP) (J) (25)	Norwich Pub. Co., Inc	P. L. Clark Wm. H. Clark	W. E. Bellinger F. P. Browne (sp)	Wm. H. Clark John Curley (cm)	Claude E. Page Lyell Montgomery (n)	J. A. Haynes
NYACK 8,000	Journal (e) 2,963	.025	.018	(R) (UP) (J) (52)	Todd Barton	W J. Chamberlin	W. J. Chamberlin	Todd Barton J. M. Downs	M. E. Magal	Arthur Harniman
	News (e) 2,480	.025	....	(D) (J) (39)	Rockland Ptg. Co., Inc	W. E. Williams	W. E. Williams	F. R. Miller	F. R. Miller	
OGDENSBURG 18,000	Republican-Journal (m) **6,032**	.04	.035	(R) (AP) (J) (149-41)	A. E. Sansoucy	Henry Belgard A. E. Sansoucy	Henry Belgard L. McCarthy (sp)	A. E. Sansoucy	G. C. Marcley	B. Morgan E. G. Brown (j)
OLEAN 26,000	Herald (e) 4,748	.035	.021	(I) (AP) (J) (119)	John W. Baker	C. A. S. Freeman (me)	C. R. Rosenberry J. B. Loddon (sp)	John W. Baker Harold P. Kane (cm)	Wester W. Baker E. M. Jacobs (cl)	Alfred C. Trumble F. A. Gregory (j)
	Times (e) **8,609**	.05	....	(I) (INS) (J) (52)	M. G. Fitzpatrick	H. R. Helsby	John Morton Wm. Quinn (sp)	W. S. Dodson George Hill (cm)	Merle Ostrom W. S. Dodson (n) John Gilligan (cl)	Lee Johnson A. H. Raferty (j)
ONEIDA 10,600	Dispatch (e) 2,095	.03	.03	(I) (UP) (J) (39)	W. Stanley Child	W Stanley Child Gerrit S. Hyde	Gerrit S. Hyde	W. Stanley Child	Ralph Durfee W. Stanley Child (n)	Harry L. Thurlow
ONEONTA 14,000	Star (m) 8,509	.045	.025	(I) (AP) (J) (79)	Otsego Pub. Co	Harry W. Lee	Francis A. Lee C. L. Slade (sp)	F. M. H. Jackson E. J. Irish (cm)	Frank M. Hill Jay S. Lawson (cl)	J. L. Leal
OSSINING 15,125	Citizen-Sentinel (e) **1,709**	.025	....	(R) (INS) (91)	Stuart Little			Stuart Little Ben Goldstein (cm)		
OSWEGO 27,500	Palladium-Times (e) 10,811	.05	.045	(I) (AP) (†) (J) (91)	Palladium Times, Inc	Clark Morrison, Sr. John M. Gill	Clark Morrison, Jr. C. T. Leighton (sp)	E. M. Waterbury (bm) Jason Steinburg (cm)	Joseph A. Sherry E. M. Waterbury (n) F. J. Mack (cl)	William Lynch George C. Miller (j)
PEEKSKILL 20,000	Star (e) 3,280	.025	....	(I) (INS) (52)	Star Corporation	E. Joe Albertson Donald F. Ikeler	Mich. Fenaughty (sp)		Albert Sayman	Ray Ogden
	Union (e) 2,895	.025	....	(R) (J) (99)	Cassius M. Gardner, Sr					
PLATTSBURG 12,000	Clinton County News (e) 4,374	.02	....	(52)						
	Press (m) 4,246	.025	.02	(R) (AP) (J) (none)	Sentinel Pub. Co	Thomas H. Weldon	George C. Caffrey Harold Weldon (sp)	William M. Lynch		Phil McLeod Ralph Geddes (j)
	Republican (m) 4,651	.04	....	(D) (39)	Republican Pub. Co	C K. Franklin				
PORT CHESTER... 19,746	Item (e) **5,083**	.035	....	(R) (INS) (J) (91)	Daily Item, Inc			Arthur C. Saunders		
PORT JERVIS..... 12,000	Union-Gazette (e) **3,126**	.025	.02	(I) (AP) (J) (91)	Fred D. Salmon	Fred D. Salmon D. N. Raynor	Albert Stage J. Schoonmaker (sp)	Fred D. Salmon Wilbur Happ (cm)	William O. Cooley	Fred W. Schlund Joseph Bross (j)
POUGHKEEPSIE .. 45,000	Eagle-News (m) 6,847	.04	.025	(R) (AP) (147)	Platt & Platt, Inc	William E. Seeley	Clifford J. Nuhn Chas. Murray (sp)	Francis W. Platt William Wetzel (cm)	Gerald E. MacDonald C. A. Henderson (cl)	Elmer Boshart
	Star & Enterprise (e) **13,399**	.06	....	(I) (AP) (91)	Poughkeepsie Pub. Corp	Richard E. Coon, Jr.	Ray G. Walter Glaudel Cole (sp)	Ernest L. Owen Richard Brown (bm) C. G. Young (cm)	Irving Kilmer E. A. Phalen (cl)	F. Landmesser
	Sunday Courier (S) 14,119	.06	.032	(I) (INS) (79)	Estate of A. G. Tobey	Walter S. Leach	E. G. Lavery Perry Walsh (sp)	E. D. Tobey	J. R. Sullivan	Joseph Merte
ROCHESTER 325,000	Democrat & Chronicle (m) **83,046**	.22	.105	(I) (AP) (*8) (mer) (†) (J) (17)	J. D. Barnum	A. C. Ross H. W. Sanford	J. R. Cominsky Joseph Adams (sp) C. S. Edwards (Su)	R. W. Disque, Asst Pub. F. G. Beach R. D. M. Decker (cm)	F. E. Hussey M. H. Goebel (cl)	J. J. Boland
	Sunday edition (S) **88,073**	.28	.14							
	Journal-American (e) **47,640**	.16	....	(I) (AP,INS,US) (†) (20-102-45)	Charles F. McCahill	Arthur Brisbane Guy W. Norton	W. G. Broadbrooks G. L. Remington (sp) Ralph Young (Su)	H. W. Cruickshank (bm) M. G. Sullivan (cm)	E. W. J. Huber Fred Druehl (n) K. O. Tinkham (cl)	
	Sunday edition (S) **65,315**	.20	....							
	Times-Union (e) **80,440**	.20	.102	(I) (UP,CP) (†) (E) (119)	F E. Gannett	M. V. Atwood	A. J. Sigl J. E. Burgess (sp)	Roy C. Kates H. Fenton (cm)	E. P. Gosling Jay Donnovan (cl)	George Cooper
ROME 30,328	Sentinel (e) 7,706	.07	.037	(I-D) (AP) (J) (89)	A. C. Kessinger	A. C. Kessinger	W. O. Jenks W. J. McGonigle (sp)	A. R. Kessinger	W. P. Doyle	Carl Domino R. W. Schindler (j)
SALAMANCA 10,000	Republican-Press (e) 2,450	.015	.015	(I-R) (AP) (J) (none)	B. B. & Matthew Weber	Matthew Weber	John L. F. King T. Lea Smith (sp)	Matthew Weber	Wilton P. Webb B. B. Weber (n)	A. F. Baldwin
SARANAC LAKE... 7,000	Adirondack Enterprise (e) 2,423	.025	.025	(I-R) (AP) (149)	John S. Ridenour	E. A. Robbins	John Grimes E. A. Robbins (sp)	John S. Ridenour Albert Dreyfuss (cm)	E. R. Whitney Harriett Mirick (cl)	Cecil Proctor
SARATOGA SP'GS.. 14,000	Saratogian (e) **9,635**	.05	....	(I) (AP) (J) (89)	John K. Walbridge	W. Howard Moody	Winfield S. Hill	John K. Walbridge John Quilty (cm)	William G. Kern	
SAUGERTIES 4,490	Post (e) 785	.018	....	(4)	Telegram Clip'g. & P. Co	Jos. W. Frankel				
SCHENECTADY .. 100,000	Gazette (m) **23,196**	.07	.05	(I-D) (AP,INS) (†) (J) (12)	Daily Gazette Co	Dudley T. Hill	Morgan Strong Lou Stoltz (sp)	Austin N. Liecty John Brennan (cm)	Ramon L. Hall Andrew Unsoeld (cl)	Albert J. Pauley William Delaney (j)
	Union-Star (e) **16,873**	.05	.04	(R) (UP,AP) (†) (J) (63)	Union Pub. Co	R. A. Mowers (me)	P. H. Bradley D. J. Duval (sp)	F. R. Champion John T. Henley (cm)	Evan R. Cullings C. R. Buck (cl)	O. A. Maynard L. M. Burt (j)
STATEN ISLAND.. 125,000	Advance (e) **18,380x**	.06	....	(I) (INS) (none)	S. I. Newhouse	Paul E. Smith (me)		S. I. Newhouse T. Desmond (cm)	Gilbert Pearsall H. L. Shaver (n) Theo. Newhouse (cl)	Ben Lyons
	Staten Islander (e) 5,249	.04	....	(none)						

The Richest Market

THE ADVERTISER who studies markets finds that New York is first—in population, concentration, buying power, readiness to purchase, discrimination.

The advertiser who studies mediums in that market finds that THE NEW YORK TIMES is the foundation of successful advertising in New York.

The New York Times unequalled volume of quality circulation—400,000 weekdays, 700,000 Sundays—is the key to acceptance of worth while advertised goods in New York.

National advertisers and local advertisers put The Times first; and the result is seen in The Times leadership with a total of 29,710,606 agate lines of advertising in 1927, an excess of 10,576,922 lines over any other New York newspaper.

The Times advertising columns are strictly censored, and the confidence of its readers is strong.

The Times Advertising Department can give helpful information about the experience of advertisers in the New York market.

Advertisers will also be interested in charted data of a survey showing that 98 per cent of the women in the class group read morning newspapers—*66 per cent read The New York Times.* Send for this data.

The New York Times

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEW YORK—(Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
SYRACUSE	Herald									
210,000	(e) 51,667	.18	.09	(I) (AP,UP,CP) (†) (*S) (140)	Edward H. O'Hara	George W. O'Hara Dr. John B. Howe	R. D. Chryst L. Skiddy (sp) Chester Bahn (Su)	Edward A. O'Hara Chas. R. Adams (bm) B. V. Knight (cm)	John C. Blackmore W. Fleming (cl)	E. Sniffin
	Sunday edition (S) 80,846	.20	.10							
	Journal-American (e) 66,917	.18	....	(I) (INS,US) (mer) (†) (20-45)	Harvey D. Burrill	F. H. Hosmer (me)	J. H. Slater R. G. Kenefick (sp) E. R. Vadeboncoeur (Su)	L. D. Burrill (bm) Louis Trupin (cm)	Jesse W. Fleck O. H. Tarlton (cl)	
	Sunday edition (S) 88,017	.18	....							
	Post-Standard (m) 60,558	.18	....	(R) (AP) (mer) (†) (*S) (17)	J. D. Barnum	W. P. Baker H B. Bull	A. B. Brewster	W. C. Hixson (cm)		
	Sunday edition (S) 66,355	.18	....							
TARRYTOWN	News									
14,212	(e) 2,580	.03	.03	(R) (INS) (J) (91)	J Noel Macy	Wallace Odell	Fred G. Smith	Wallace Odell G. F. Van Tassel (cm)	William J. Cannon	Allen H. Pepper
TROY	Record									
75,000	(m) 5,556	....	....							
	(e) 17,618	....	....	(I-R) (AP) (†) (63)	David B. Plum	Dwight Marvin	C. A. McGrath F. L. Donovan J. J. McGrath (sp)	David B. Plum F. L. York (bm) E. G. Buck (cm)	J. A. Viger	G. Hutchinson
	Combined daily 23,174	.07	.07							
	Observer-Budget (S) 16,490	.05	.05	(D) (INS) (J) (88)	M. F. Collins	F. M. Collins	E. B. Collins	M. F. Collins J. D. Collins (cm)	J. E. Collins F. M. Collins (n)	W. J. Tyner
	Times (e) 18,121	.05	.055	(R) (AP) (†) (J) (183)	W. H. Anderson	Rutherford Hayner	James M. McGrath John McKeon (sp)	W. H. Anderson C. F. Anderson (bm) M. J. Sheridan (cm)	John P. Ruddy R. P. Anderson (n) S. J. McLoughlin (cl)	F. K. Kaufmann Horace Rescott (j)
UTICA	Observer-Dispatch									
109,000	(e) 35,025	.09	.061	(I) (AP,UP,CP) (†) (119)	Prentiss Bailey	Frank E. Gannett G. A. Bradley	William J. Woods Stanley L. Clark	Prentiss Bailey J. A. Abey (cm)	Harry J. Benner A. F. Keilbach (n) Wm. M. Baaske (cl)	
	Sunday edition (S) 22,929	.055	.053							
	Press (m) 26,570	.07	.046	(I) (AP) (†) (172)	Daily Press Co.	Paul B. Williams Harry A. Fox	Harry F. Coupe F. E. Carney (sp)	Wm. V. Jones (bm) A. W. Cockerill (cm)	Russell C. Harris Wm. V. Jones (n)	
WATERTOWN	Standard									
35,000	(e) 18,061	.07	.06	(I-R) (AP) (97)	Addison B. Parker	Philip Wertz Frank Spaulding	Irving Parmeter Cameron Gravelle (sp)	Addison B. Parker L. S. Chubbuck (bm) F. T. Conley (cm)	L. S. Chubbuck C. M. Dailey (cm)	F. C. H. Bell
	Times (e) 18,611	.08	.06	(R) (AP,UP) (172)	Charles H. Congdon	Harold B. Johnson	Harry F. Landon G. W. Bryant (sp)	Charles H. Congdon Alton H. Adams (cm)	Clarence M. Kendall	
WELLSVILLE	Reporter									
5,000	(e)	.018	....	(I) (none)	Reporter Co.	E. W. & C. M. Barnes				
WHITE PLAINS	Reporter									
30,170	(e) 9,126	.05	.05	(R) (INS) (52)	W. Lee Tuller	Walter V. Hogan	Milton Harker Chas. Wilson (sp)	W. Lee Tuller Jos. W. Hogan (cm)	W. Lee Tuller L. W. Bixby (cl)	
YONKERS	Herald									
120,000	(e) 13,561	.06	.053	(I-D) (AP,INS,UP,CP) (52)	Frank E. Xavier	Frank E. Xavier	Paul Palmer Gus T. Stahl (sp)	Frank E. Xavier J. F. Brennan (bm) J. W. O'Connell (cm)	Justin X. McCarthy C. F. Demarest (cl)	Joseph P. Crowley
	Statesman (e) 6,073	.035	....	(I-R) (INS) (E) (91)	Statesman Corp.	Lewis S Dayton	T. Edward Tunnard Wm. A. Spring (sp)	L. S. Dayton C. Glenn Winger (cm)	Frank W. Simonson R. W. Simmonds (cl)	William H. Bennett

NORTH CAROLINA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ASHEVILLE	Citizen									
60,000	(m) 18,893x	.075	.045	(D) (AP) (†) (E) (94)	Citizen, Inc. Chas. A. Webb & George Sephens	Robert Lathan D. R. Barbee	Charles A. Webb George Stephens C. R. Sumner (bm) Dix Sansfield (sp) D. R. Barbee (Su)	W. R. Harris (bm) J. R. Marks (cm)	J. A. Dair S. G. Little (n) Jno. W. Crowell (cl)	C. Baber
	Sunday edition (S) 19,371x	.075	.045							
	Times (e) 17,695x	.07	.05	(I-D) (AP,UP,INS,CP) (†) (22-78)	Don S. Elias	Chas. K. Robinson Robert M. Johnston	Walter S. Adams Ernie Phillips (sp)	D. Hiden Ramsey Ralph B. Corn (cm)	Raymond E. Taylor H. M. Schachte (cl)	J. R. Hesse
	Sunday edition (S) 16,676x	.07	.05							
BURLINGTON	Times									
8,320	(e) 3,550	.025	....	(I) (INS) (70)	News Co.	O. F. Crowson, Jr.	S. A. Cook	O. F. Crowson, Jr.		E. D. Gayner
CHARLOTTE	News									
80,000	(e) 20,241	.07	.04	(D) (AP,UP,INS) (†) (J) (25)	W. Carey Dowd, Jr.	Julian S. Miller B. S. Griffith	John G. Dickson Edw. V. Mitchell (sp)	W. Carey Dowd, Jr. S. D. Bagwell (cm)	Wm. M. Bell C. A. Montgomery (cl)	Wm. E. Adams D. O. Smith (j)
	Sunday edition (S) 20,933	.07	.04							
	Observer (m) 39,875	.13	....	(I) (AP,CP,NANA) (164)	Curtiss B. Johnson	Wade H. Harris J. A. Parham	Eddie Brietz J. J. Wade (sp) J. P. Watkins (Su)	Curtiss B. Johnson H. A. Allen (Auditor) M. H. Brandon (cm)	T. J. Pierson W. L. East (n) H. C. Fallows (cl)	John P. White
	Sunday edition (S) 42,489	.14	....							
CONCORD	Tribune									
15,000	(e) 2,990	.025	.025	(D) (AP) (J) (70)	J. B. Sherrill	J. B. Sherrill	W. M. Sherrill	J. B. Sherrill Z. L. Roberts (cm)	A. C. Cline Z. L. Roberts (cl)	
DURHAM	Herald									
46,250	(m) 13,018x	.07	.07	(I) (AP) (mer) (†) (94)	E. T. Rollins	W. N. Keener Fred. Haney	Wyatt Dixon John Sikes (sp)	E. T. Rollins C. C. Council (bm)	M. F. Murdaugh Forest Dailegh (cl)	J. B. Taylor
	Sunday edition (S) 12,907x	.07	....							
	Sun (e) 7,156	.03	.025	(I) (INS) (25)	J. A. Grant	John R. Barry J. A. Grant	Wm. Duea	J. A. Grant Wm. T. Buck (cm)	J. Otis Hull I. M. Hartlein (cl)	Geo. Rodenhiser
	Sunday edition (S) 7,165	.03	.025							
EDENTON	News									
4,153	(e) 2,105	.025	.025	(D) (AP) (J) (39)	R. G. Shackell	R. G. Shackell		A. E. Shackell (bm)		
ELIZABETH CITY	Advance									
12,000	(e) 3,303	.025	....	(D) (AP) (J) (70)	Herbert Peele	Herbert Peele		Herbert Peele		A. R. Moore
FAYETTEVILLE	Observer									
18,000	(e) 4,520	.03	.031	(I) (AP) (25)	C. R. Wilson	G. G. Myrover, Jr. T. M. Seawell	Geo. G. Myrover, Jr.	C. R. Wilson C. McCaskill (cm)	C. F. Mebane	James Sykes
GASTONIA	Gazette									
24,000	(e) 6,259	.035	.025	(I-D) (AP) (70)		Hugh A. Query James W. Atkins	C. Fred Smith	E. D. Atkins (bm) R. R. Stowe (cm)	J. W. Atkins E. D. Atkins (n) R. R. Stowe (cl)	O. O. Baber
GOLDSBORO	News									
15,000	(m) 3,585	.03	....	(I-D) (AP) (70)	News Pub. Co.	Henry Belk (me)		J. D. Langston W. H. Langston (bm) Harvey King (cm)	W. W. Minton J. D. Langston, Jr. (ei)	E. F. Pate
	Sunday edition (S) 3,585	.03	....							
	Argus (e)	.02	....	(D) (AP) (39)	Argus Pub. Co.	Joseph E. Robinson				
GREENSBORO	News									
48,000	(m) 31,015	.09	....	(I) (AP) (†) (44)	E. B. Jeffress	Earle Godbey A. L. Stockton	E. B. Hunter Geo. Netherwood (sp) A. L. Stockton (Su)	E. B. Jeffress Vance Jerome (bm) W. T. Corbin (cm)	W. S. Dickson P. T. Hines (n) C. J. Lambe (cl)	
	Sunday edition (S) 33,722	.09	....							
	Record (e) 8,274	.04	....	(I) (AP,UP,INS) (†) (109)	S. E. Thomason	E. W. Rodgers Harold Essex	J. R. Williamson	Raymond Hahne H. S. Johnson (cm)	R. L. Binder R. E. Wood (n) R. E. Poplin (cl)	F. E. Lindenberger
	Sunday edition (S) 8,274	.04	....							
GREENVILLE	Reflector									
5,772	(e) 3,251	.025	....	(AP) (25)	D. J. Whichard, Jr.	Mannie I. Bowling				
HENDERSON	Dispatch									
10,500	(e) 2,285	.02	.02	(D) (AP) (70)	Dispatch Co., Inc.	Henry A. Dennis		M. L. Finch (bm) S. A. Jones (cm)	M. L. Finch	S. A. Jones
HENDERSONVILLE	Times-News									
10,000	(e) 3,140	.04	....	(D) (UP) (70)	Times-News Co., Inc.	J. T. Fain C. M. Ogle	Henry Atkins	J. T. Fain T. M. O'Briant (cm)	C. M. Ogle	
	Sunday edition (S) 3,140	.04	....							
HICKORY	Record									
14,000	(e) 3,075	.025	....	(I) (AP) (J) (70)	J. C. Miller	Johnston Avery	Mabel Miller H. C. Ferree (sp)	J. C. Miller H. D. Abernethy (cm)	Jack Edwards Murl Richards (cl)	R. G. Barger
HIGH POINT	Enterprise									
30,000	(e) 6,255	.035	.025	(I) (AP) (70)	J. F. Rawley & R. B. Terry	C. M. Waynick	W. P. Renfrow Liles Gatlin (sp)	J. P. Rawley H. A. Cecil (bm) S. T. Bryan (cm)	Geo. Edwards H. A. Cecil (n) C. E. Smith (cl)	B. Younts
	Sunday edition (S) 6,255	.035	.025							

SELLING POWER

IT is the character of The Sun as a newspaper that has made it the dominant leader in advertising among New York evening newspapers.

The live, concise manner in which it presents all the news of the day—its many entertaining and instructive special features—and its complete coverage of Finance and Business, Sports, Amusements, Books, Art and Music has given The Sun a large and growing circulation among the intelligent and prosperous people of New York. Naturally advertisers find it profitable to appeal to its readers.

Every month for two and a half years The Sun has led all New York evening newspapers in volume of advertising.

During 1927 it published more advertising than any evening newspaper has ever published in a single year. It led the second evening newspaper by over two and a half million lines and made a gain of more than a quarter of a million lines over its own record of 1926.

The Sun

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NORTH CAROLINA (Cont'd)

City Population	Name of Newspaper Circulation		Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
KINSTON	Free Press										
12,000	(e)	3,363	.025	.025	(I-D) (UP) (J) (131-5)	H. Galt Braxton	C. W. McDevitt (me)				
	News-Leader (m)	2,200	.025	.02	(D) (J) (AP) (70)	J. B. Dawson	R. B. Tuttle R. S. Williamson	Lisbeth Parrott	J. B. Dawson A. B. Carrere (cm)	R. S. Williamson	Clyde Simmons
	Sunday edition (S)	2,200	.025	.02							
NEW BERN	New Bernian										
15,000	(m)	3,134	....	....							
	Sun-Journal (e)	3,025	....	....	(D) (AP) (25)	J. B. Dawson		S. B. Bledsoe (e) N. G. Gooding	J. B. Dawson (bm) Mrs. J. B. Dawson (cm)	C. Green Mrs. J. B. Dawson (n)	H. B. Jones
	Combined daily (me)	6,159	.05	.043							
	Sunday edition (S)	3,134	.05	.043							
RALEIGH	News & Observer										
35,000	(m)	37,376	.08	....	(D) (AP) (22-78)	Josephus Daniels	Josephus Daniels Frank Smethurst	R. E. Williams A. J. McKevlin (sp) Frank Smethurst (Su)	Josephus Daniels, Jr. Will X. Coley (cm)	Josephus Daniels, Jr. A. D. Gregg (cl)	L. F. Alford
	Sunday edition (S)	38,631	.09	....							
	Times (e)	12,697	.05	....	(I) (AP,INS) 2(5)	John A. Parks	Robert L. Gray Robert M. Duckett	Robert L. Gray, Jr. Irving M. Cheek (sp)	John A. Parks C. H. Herring (cm)	W Nash Penny E. K. Whitman (cl)	P. D. McClean
ROCKY MOUNT	Telegram										
21,000	(e)	4,377	.025	.02	(I) (AP) (†) (J) (70)	J. L. Horner, Jr.	J. L. Horner, Jr. H. W. Kendall	T. E. Wagg	J. L. Horner, Jr. S. Parker (cm)	A. L. Brandon C. V. Smith (cl)	J. D. Hartness D. J. Broch (j)
SALISBURY	Post										
25,000	(e)	8,424	.04	.036	(I) (AP) (†) (25)	J. F. Hurley	J. F. Hurley C. F. Daniel	F. B. Irvin	J. F. Hurley, Jr. B. R. Martin (cm)	P. G. Laughridge F. R. Julian (cl)	F. H. McRae
	Sunday edition (S)	8,010	.04	.036							
SCOTLAND NECK	Commonwealth										
2,061	(e)	1,050	.02	.02	(D) (70)	Clee Vaughan	Norfleet S. Smith				
STATESVILLE	Daily										
10,500	(e)	2,200	.018	....	(I-D) (AP)	Peegram A. Bryant					
TARBORO	Southerner										
5,500	(e)	2,350	.02	.02	(D) (AP) (d) (70)	Bourne & Creech	V. Herman Creech				
WASHINGTON	News										
8,000	(e)	2,350	.025	....	(I-D (AP) (J) (70)	Wm. D. W. Bishop	Wm. D. W. Bishop	D. Lee Reynolds Mack Whealton (sp)	Wm. D. W. Bishop. E. M. Sadler (bm) Mrs. G. Boyd (cm)	D. Lee Reynolds E. M. Sadler (cl)	B. B. Rose Mack Whealton (j)
WILMINGTON	News-Dispatch										
42,000	(e)	4,327	.035	.03	(I-D) (AP) (70)	News-Dispatch, Inc.	M. M. Capps	M. M. Capps R. H. Fisher (sp)	C. C. Bellamy L. W. Garrett (bm) M. L. Ashmore (cm)	George McFarlane	L. Hasgldon
	Star (m)	7,932	.05	.032	(D) (AP) (25)	R. W. Page Corp.			R. B. Page W. E. Pruett (cm)		
WILSON	Times										
15,000	(e)	4,506	.04	.04	(D) (AP) (J)	P. D. Gold Pub. Co.	John D. Gold	Edgar Doris	John D. Gold	Elizabeth Clark Mrs. F. Clarke Elizabeth Clark	
WINSTON-SALEM	Journal (m)	16,368	....	....	(I) (AP,UP,INS) (97)	Owen Moon	Sanford Martin Wm. Sharp (me-m) J. McDaniels (me-e)	Worth Bacon (m) Henry Martin (e) P. Spencer (sp-m) W. S. Christian (sp-e) Worth Bacon (Su)	W. K. Hoyt (bm) B. Welfare (cm)	Rex Freeman Donald Chipman (cl)	Eugene LeGrande
80,000	Twin City Sentinel (e)	18,385	....	....							
	Combined daily (me)	34,753	.12	.08							
	Sunday Journal (S)	12,535	.06	.05							

NORTH DAKOTA

City Population	Name of Newspaper Circulation		Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BISMARCK	Tribune										
10,000	(e)	4,051x	.04	.036	(R) (J) (144)	George D. Mann	V. E. Joslin Geo. D. Mann	V. E. Joslin J. G. MacGregor (sp)	Geo. D. Mann A. O. Johnson (bm) T. Miller (cm)	Archie O. Johnson Mildred Quam (cl)	Russell Young F. C. Ellsworth (j)
DEVIL'S LAKE	Journal										
6,000	(e)	3,603	.03	.03	(I-R) (AP) (J) (none)	M. H. Graham	M. H. Graham T. F. McCarthy	Fern Haggen A. Timboe (sp)	M. H. Graham	J. Beauchamp	W. Brekken (j)
FARGO	Forum										
36,363	(m)	9,269x	....	....	(I-R) (AP) (mer) (97)	N. B. Black	H. D. Paulson E. K. Bitzing	A. B. Wagner (e) Glenn Parson (m) J. A. Purcell (sp)	Norman D. Black J. F. Payne (cm)	Harry R. Hill	A. W. Oliver
	Forum (e)	14,626x	....	....							
	Combined daily (me)	23,895x	.08	.08							
	Sunday edition (S)	16,015x	.06	.06							
GRAND FORKS	Herald										
18,772	(m)	12,243x	....	....	(I-R) (AP) (148)	Grand Forks Herald Co.	W. F. Davies J. B. Cooley	W. G. Arnold (m) R. G. Davies (e) C. D. Locklin, Jr. (sp) W. P. Davis (Su)	J. F. Bacon B. E. Thomson (cm)	J. H. Pearson	J. F. Richards
	Herald (e)	5,368x	....	....							
	Combined daily (me)	17,611x	.07	.07							
	Sunday edition (S)	13,984x	.07	....							
JAMESTOWN	Sun										
10,000	(e)	4,589	.045	....	(I) (AP) (J) (144)	Hansen Bros.	Percy M. Hansen	S. V. Anderson	B. G. Hansen C. T. Nuss (cm)	Byron G. Hansen I. M. Jahnke (cl)	W. F. Caverly
MANDAN	Pioneer										
5,800	(e)	3,418	.03	.025	(R) (AP) (J) (148)	E. A. Tostevin	E. A. Tostevin	Wallace Matson	E. A. Tostevin	W. C. Tostevin	C. P. Pierce
MINOT	News & Optic-Reporter										
16,000	(e)	7,017	.04	....	(I) (AP) (†) (97)	H. S. Davies	H. S. Davies				
VALLEY CITY	Times-Record										
4,783	(e)	3,310	.03	....	(I-R) (UP) (none)	Times-Record Co., Inc.	E. D. Lum				

OHIO

City Population	Name of Newspaper Circulation		Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
AKRON	Beacon-Journal										
220,000	(e)	62,022	.12	.08	(R) (AP,INS) (164)	C. L. Knight	C. L. Knight John S. Knight	James P. Rosemond James Schlemmer (sp)	C. L. Knight John H. Barry (bm) H. S. Seymour (cm)	L. B. Krob F. J. Wynhoff (n) D. G. Heintzlman (cl)	H. B. Reese
	Times-Press (e)	57,282	.11	....	(I) (UP) (3)	Times-Press Co.	L. E. Judd H. M. Van Doren	H. W. August L. W. Wagner (sp) P. W. Van Camp (Su)	Ray A. Huber L. E. Herman (bm) V. P. Willett (cm)	George Misdg George A. Saas (cl)	
	Sunday edition (S)	36,248	.11	....							
ALLIANCE	Review										
25,000	(e)	10,373	.04	....	(R) (AP) (†) (J) (176)	Review Pub. Co.	W. A. Geyer F. A. Hofles	Paul W. Reed John Hanlon (sp)	Paul C. Siddall (bm) Henry Untch (cm)	H. R. Farrell C. E. De Graw (n) James Woods (cl)	J. F. Sullivan Ralph Miller (j)
ASHLAND	Times-Gazette										
13,000	(e)	5,824	.025	....	(I) (INS) (176)	Ashland Ptg. Co.	Harry L. Horne	William G. McKee	Edgar Koehl, Pres. Bertha E. Kerr (cm)	S. A. Fluke Albert McCready (cl)	M. G. Bachmann
ASHTABULA	Star-Beacon										
25,000	(e)	10,444	.045	.045	(R) (UP) (176)	C. A. Rowley	J. J. Mundy Ward Moore	Ward Moore Milton Alfreds (sp)	C. A. Rowley G. H. Leggett (bm) E. A. Olson (cm)	J. A. Thomson	Howard Healy
ATHENS	Messenger										
7,500	(e)	10,149	.04	.04	(R) (UP) (176)		F. W. Bush C. H. Harris	W. H. Maurer Gordon Morrow (sp)	F. W. Bush W. B. Johnson (cm)	P. O. Nichols H. H. Russell (n) J. A. Caldwell (cl)	Roy Dupler
	Sunday edition (S)	10,645	.04	.04							
BELLAIRE	Leader										
17,000	(e)	7,068	.035	....	(I-R) (UP) (131-5)	Sherlock Bros. Pub. Co.	M. F. Sherlock A. J. Sherlock	J. Maxwell Duga George Dillon (sp)	B. A. Sherlock A. J. Sherlock (bm) H. E. Sherlock (cm)	John H. Musgat H. E. Sherlock (n) Sam Walker (cl)	B. A. Sherlock
BELLEVUE	Gazette										
6,000	(e)	2,114	.018	.018	(I) (UP) (J) (176)	Gazette Pub. Co.	A. C. Callaghan		M. J. Callaghan	M. J. Callaghan	G. J. Rudd (j)

The Akron Beacon Journal

gained nearly three-quarter million lines, 738,429* lines, to be exact during 1927, a year in which many papers report losses.

This further vindicates the position of the Akron Beacon Journal as the best medium thru which to reach the buying public of Akron. This group of purchasers of your commodities, altho fifth in size in the state of Ohio, had more money to spend than any other group excepting only the Cleveland market.

Akron's purchasers buy very little in Cleveland and their purchases are influenced by the Akron Beacon Journal. Enter this market of 300,000 purchasers thru this publication.

Akron Beacon Journal

Member of the 100,000 Group of American Cities

STORY, BROOKS & FINLEY, REPRESENTATIVES

New York Philadelphia Chicago Los Angeles San Francisco

***Total linage: 1926—16,344.979; 1927—17,083,408**

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

OHIO (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BELLEFONTAINE. 10,000	Examiner (e) 5,424	.025	.025	(I) (INS) (176)	H. K. Hubbard & Co.	H. K. & M. J. Hubbard		Frank J. McCracken		
BOWLING GREEN. 6,500	Sentinel-Tribune (e) 3,863	.02	.025	(R) (INS) (J) (176)	Sentinel Co.	Spencer A. Canary	Spencer A. Canary Ivan Lake (sp)	Alfred Haswell Fermont Fluhart (em)	Virgil Taylor Geo. Katzenmeyer (n) Paul Fuller (el)	Carl Jolley Guy Elsea (j)
BUCYRUS 10,425	Telegraph-Forum (e) 5,588	.03	....	(IR) (INS) (176)	R. C. Hoiles	John Zook	A. Boryczka (sp)	C. H. Hoiles J. Metzger (em)	H. J. Davis	W. H. Lederer
CAMBRIDGE 16,000	Jeffersonian (e) 11,478x	.045	....	(I) (UP) (176)	Jeffersonian Co., Inc.	H. W. Amoe	F. S. Dollison E. Sheehan (sp)	T. E. Amos T. S. Moorehead (em)	L. H. Merrick T. S. Moorehead (n) V. E. Arnold (el)	H. E. Amos
CANTON 106,260	News (e) 36,024 Sunday edition (S) 25,553	.08 .08	....	(D) (UP,CP) (†) (E) 100-84)	Charles E. Morris	Charles E. Morris H. W. Miner	John Green Carl Dillon (sp)	Charles E. Morris C. H. Carpenter (bm) C. H. Gaston (em)	A. L. Nash K. W. White (el)	Earl Shaeffer
	Repository (e) 40,260 Sunday edition (S) 38,631	.085 .085	.064 .064	(I-R) (AP,INS) (†) (164)	Brush-Moore Newspapers Inc.	John D. Raridan Clyde E. Hovis	Clyde E. Hovis Monte Cross (sp) C. W. Howard (Su)	Roy D. Moore H. R. Schaffner (bm)	Paul F. Morgan H. L. Higgins (el)	C. C. Peebles
CELINA 5,250	Standard (e) 2,465	.021	.018	(D) (UP) (J) (39)		F. A. Snyder	C. S. Fishbaugh Ralph Bock (sp)	F. A. Snyder (bm) C. S. Fishbaugh (em)	F. A. Snyder Cora Hoagland (el)	R. Sacher
CHILLICOTHE 19,283	News-Advertiser (e) 4,776	.015	.015	(D) (UP) (131-5)	News-Advertiser Co.	E. A. Ortman	C. R. Ortman Gilbert Chandler (sp)	J. K. Hunter C. A. Armstrong (em)	O. O. Overly J. K. Hunter (n) E. J. Aid (el)	Morris Small
	Scioto Gazette (e) 6,309	.025	.025	(R) (AP) (176)	Scioto Gazette Co.	E. S. Wenis Jas. Hannan	H. C. Oyer (sp)	Jas. Hannan D. D. Dahill	J. E. Ratcliff M. Cottrill (el)	C. L. Groninger
CINCINNATI 425,000	Commercial Tribune (m) 68,570 Sunday edition (S) 53,559	.14 .17	.08 .08	(R) (J) (AP,NYW) (E) (44)	Harry W. Brown	Harry W. Brown Frederick N. Shorey	Royal W. Ryan Alvin Willig (sp) H. W. Coates (Su)	Harry W. Brown W. B. Fortlage (bm) Frank W. Eastin (em)	Allen Martin W. B. Fortlage (n) S. L. James (el)	W. B. Fortlage
	Enquirer (m) 71,379 Sunday edition (S) 175,136	.19 .40	....	(R) (AP,INS,NYHT) (†) (mer) (E) (*S) (17)	Estate of John R. McLean	W. F. Wiley		W. F. Wiley W. K. Nottingham (bm) H. K. Kloecker (em)		
	Post (e) 214,401	.32	.20	(I) (UP) (E) (3)	Post Pub. Co.	Elmer P. Fries John G. Gordon	Elmer H. Dressman Tom Swope (sp)	Frank W. Rostock, Pres. Walter R. Rauck (em)	Lynn O. Roark F. R. Pettit (n) Burley Laurimore (el)	
	Times-Star (e) 160,085	.28	....	(R) (AP,CP,INS) (†) (J) (E) (122-143)	Charles P. Taft	Hulbert Taft Moses Strauss	Edw. Stainborn Frank Y. Grayson (sp)	C. H. Rembold George Fries (bm,em)	C. E. Bennett F. J. Oexman (n) E. A. Sigafoose (el)	Charles Knorr Joseph Illig (j)
CIRCLEVILLE 8,200	Herald (e) 3,152	.05	.035	(I) (UP,INS) (J) (39)	Circleville Pub. Co.	Norman W. Ralston Lee E. Dimond	Lee E. Dimond Harry Wilde (sp)	Norman W. Ralston Harry Wilde (em)	Paul Johnson Anne Shay (n)	Robert Bates Asel McLaughlin (j)
CLEVELAND 1,074,000	News (e) 200,269 Sunday edition (S) 181,468	.38 .38	....	(R) (AP,INS,CP) (*S) (†) (E) (J) (116)	Cleveland Co.	T. A. Robertson (me)	A. E. M. Bergener Ed. Bang (sp) Hugh Kane (Su)	D. R. Hanna, Jr. Arthur McBride (em)	C. M. Marvin A. B. Mackinnon (n) J. A. Byrne (el)	W. V. Cowgill George Frazee (j)
	Plain Dealer (m) 240,665 Sunday edition (S) 284,410	.42 .52	....	(I) (AP,UP,CT) (*S) (†) (E) (186-187-15)	Plain Dealer Pub. Co.	E. C. Hopwood Paul Bellamy	N. R. Howard S. D. Otis (sp) W. G. Vorpe (Su)	Geo. M. Rogers J. S. McCarrens (bm) John J. Kirk (em)	H. W. Roberts B. A. Collins (n) J. A. Van Buren (el)	H. J. Graham I. E. Tessler
	Press (e) 229,678	.42	.305	(I) (UP) (†) (E) (3)	Scripps Pub. Co.	Ted O. Thackrey Edward Austin	Ned Doyle Stuart Bell (sp)	J. G. Meilink (bm) J. A. Finster (em)	W. S. Cady John F. Cole (n) E. O. Syman (el)	
COLUMBUS 310,622	Citizen (e) 89,550	.20	....	(I) (UP) (†) (E) (3)	Citizen Pub. Co.	E. E. Cook H. F. Busey	W. D. Frazier L. E. Byrer (sp)	C. F. Fischer (bm) R. O. Dyer (em)	M. R. Thomas John Q. Doty (n) C. H. Schober (el)	W. S. Edkin
	Dispatch (e) 117,077 Sunday edition (S) 100,940	.22 .22	....	(I) (AP,INS) (E) (†) (mer) (140)	Dispatch Ptg. Co.	Arthur C. Johnson C. J. Bicker	Ray Hoyt W. F. McKinnon (sp)	Arthur Johnson A. C. Campbell (bm) C. Wilson (em)	Harvey R. Young Louis V. Hill (n) C. T. Hardin (el)	John Kuhns
	Ohio State Journal (m) 53,011 Sunday edition (S) 53,011	.12 .12	.105 .105	(R) (AP) (†) (E) (164)	Ohio State Journal Co., Edgar T. Wolfe, Pres.	R. O. Ryder Hershey Mowrey	Larry Connor Clyde Tuttle (sp)	W. H. Rible (bm) Walter Reck (em)	Ralph F. Hirsch H. L. Thomas (el)	I. E. Tessler
CONNEAUT 12,000	News-Herald (e) 2,920	.0225	.02	(R) (AP) (J) (155)	C. A. Rowley	Victor Free (me)	W. G. Smith (sp)	J. W. Quigley E. R. Betz (em)	E. J. Boga	W. M. Herb E. A. Olson (j)
COSHOCTON 12,000	Tribune & Times-Age (e) 6,518x Sunday edition (S) 6,479x	.03 .03	.03 .03	(I) (INS) (†) (176)	Tribune Co.	Fred S. Wallace	A. N. Bechtol K. Slaughter (sp)	Fred S. Wallace Russel Shaw (em)	Carl S. Siegrist N. B. Hall (n) G. B. Wise (el)	Wilson Strasser
COVINGTON 1,885	Stillwater Valley News (e)	.025	....	(I) (none)	H. C. Marlin	H. C. Marlin				
DAYTON 175,000	Herald (e) 46,076	.09	.08	(I) (UP,INS) (†) (E) (164)	E. G. Burkam	Dwight E. Young	Ed. Rossiter Robert Husted (sp)	Ralph M. Jones A. J. Wilson (bm) C. E. Snyder (em)	Warden Wentz A. J. Yeder (n) C. Tangeman (el)	A. Millard
	Journal (m) 28,233 Sunday edition (S) 48,459	.08 .10	.06 .08	(R) (AP) (†) (E) (164)	E. G. Burkam	Dwight E. Young	Ray Coons Harry Kennedy (sp) E. C. Crane (Su)	Ralph M. Jones A. J. Wilson (bm) C. E. Snyder (em)	W. A. Abott A. J. Yeder (n) C. Tangeman (el)	A. Millard
	News (e) 55,130 Sunday edition (S) 48,388	.10 .10	.0821 .075	(D) (AP,UP,CP) (mer) (†) (E) (100-84)	James M. Cox	Walter Locke Daniel Kumler	Max Kohnap Carl M. Finke (sp) Howard Burba (Su)	D. J. Mahoney T. J. Kavanaugh (em)	Harry A. Brandt H. Holliday, Jr. (n) Joseph H. Kelly (el)	Roy Zicht
DEFIANCE 9,000	Crescent-News (e) 3,604	.02	.021	(I) (INS) (J) (131-5)	Crescent Ptg. Co.	Ralph W. Peters	Ralph W. Peters Homer Schutt (sp)	Lee O. Tuttison Paul B. Mason (em)	Lloyd V. Tuttle Lee O. Tuttison (n) Pauline Weaver (el)	E. T. Runnion Lewis B. Fretz (j)
DELAWARE 9,000	Gazette (e) 2,307x	.014	.011	(R) (INS) (J) (176)	W. D. Thomson	W. D. Thomson	David T. Ice Ellis Rudcliffe (sp)	W. D. Thomson M. T. Gay (em)	Henry C. Thomson M. T. Gay (n)	O. B. Case
	Journal-Herald (e) 1,949	.009	.009	(D) (UP) (J) (39)	Journal-Herald Pub. Co.	J. D. Knowles		J. D. Knowles		
DELPHOS 5,745	Herald (e) 1,418	.015	....	(I) (J) (UP) (131-5)	Delphos P. & P. Co.	A. J. Laudick				
DENNISON 5,800	Paragraph (e) 2,017	.02	.02	(D) (AP) (J) (none)	G. C. Haverstack	G. C. Haverstack	Leo Conley	G. C. Haverstack	Margaret Maher	Arthur Wright
DOVER 11,100	Reporter (e) 6,638	.03	....	(I) (AP) (J) (12)	Tuscarawas Pub. Co.	W. A. Korns H. C. Hagloch	Joe Williams (sp)	E. A. Barthelmeh Robert Shields (em)	E. A. Barthelmeh Robert Shields (el)	D. C. Burkholder
EAST LIVERPOOL. 26,500	Review-Tribune (e) 11,822x	.045	.036	(R) (INS) (176)	Brush-Moore Syndicate	Frank R. O'Hanlon	F. J. Wise (sp)	D. M. Krug (bm)	D. M. Krug	James R. Meek
EAST PALESTINE. 5,750	Leader (e) 1,640	.014	....	(I-R) (UP) (J) (none)	C. L. Merwin	C. E. Oliver		R. W. Merwin		M. M. Martin H. Jeffries (j)
ELYRIA 22,000	Chronicle-Telegram (e) 8,884x	.04	.035	(I-R) (UP) (176)	Lorain Co. P. & P. Co.	A. C. Hudnutt	J. Clare George	A. C. Hudnutt R. W. Kauffman (em)	M. R. Clark Harold Goode (el)	W. R. Blayney
FINDLAY 20,000	Courier (e) 3,204	....	....	(D) (UP) (176)	Findlay Courier Co.	D. L. Pitkin	Don Vorhees (sp)	L. N. Heminger John Schuck (em)	Pauline Hoppenberg Edna Decker (n) Ruth Elting (el)	Frank Camp
	Republican (m) 8,504 Combined daily (me) 11,708	.... .045	....	(R) (AP) (176)	Findlay Pub. Co.	R. L. Heminger	Albert Groves (sp)	L. N. Heminger John Schuck (em)	George White Edna Decker (n) Ruth Elting (el)	Frank Camp
FOSTORIA 12,500	Review (e) 3,544	.02	....	(R) (UP) (J) (59)	F. M. Hopkins	E. M. Hopkins	H. E. Stout V. E. Switzer (sp)	E. M. Hopkins (bm) E. M. Reber (em)	E. M. Hopkins M. E. Kisabeth (el)	A. R. Winkler
	Times (e) 3,352	.019	.019	(D) (INS) (J) (176)	Roscoe Carle	Roscoe Carle J. H. Williams	A. F. Bryan	J. H. Williams E. S. Hicks (em)	J. H. Williams	J. H. Williams

33 million display lines lead

1908 **20** 1927

Years of Leadership

33 Million Lines Lead in Practically Every Classification

TWENTY years of leadership! and 19 years of substantial gains.

Since 1908, the Times-Star has printed 156,386,096 display lines of advertising. During this time, the Times-Star has printed nearly 33,000,000 display lines more advertising in six days a week than the second paper has in seven! An astounding record!

And the lead for the same period over the other afternoon paper has been nearly 56,000,000 lines!

Still, these totals do not fairly estimate the *velocity* of the Times-Star advance. The lead is *accelerating*. Advertisers in this newspaper buy on an advancing market.

Note Times-Star's *Accelerating* Lead Every Year for 20 Years:

	Total Times-Star Display Advertising Lines	*Lead Over Daily & Sunday Enquirer Lines*	*Lead Over Cincinnati Post Lines*
1908	3,157,791	395,787	647,465
1909	3,766,252	458,269	628,152
1910	3,952,739	385,700	847,539
1911	4,228,028	986,538	1,522,690
1912	4,595,339	782,558	1,213,142
1913	4,673,760	754,796	1,690,052
1914	4,854,836	909,434	2,156,428
1915	5,570,726	1,797,726	1,967,784
1916	6,280,533	1,814,547	2,009,070
1917	6,422,857	1,956,747	2,189,558
1918	6,516,111	2,217,313	2,072,473
1919	9,325,197	2,254,182	2,715,160
1920	9,651,817	1,073,233	1,713,761
1921	10,641,904	2,731,536	3,795,063
1922	10,459,407	1,921,031	3,949,463
1923	11,710,139	2,192,708	4,481,858
1924	12,026,469	2,406,201	5,503,785
1925	12,150,586	2,269,904	5,702,809
1926	12,979,281	2,505,475	5,578,090
1927	13,422,324	3,130,964	5,779,205

And the very fact that every year but one, the Times-Star showed a substantial gain in display lineage indicates the solid and stable character of the Cincinnati market.

The tendency of Cincinnati to be a consistently growing market in spite of depressions in other markets is of unusual interest to wise manufacturers at this time.

The High Spots in 1927—our 20th year of leadership—were the tremendous margin by which we increased our lead in RADIO and sudden decisive swing of Automotive preference to the Times-Star.

Newspaper history is being made in Cincinnati. We commend the figures to your attention.

1928 Will Offer Still Greater Advantage to Advertisers!

THE CINCINNATI TIMES-STAR

MEMBER AUDIT BUREAU CIRCULATIONS

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CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

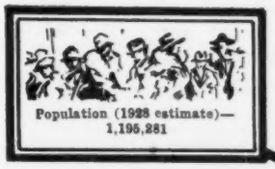
OHIO (Cont'd)

City Population	Name of Newspaper Circulation		Minimum Adv. Line Rate Nat.	Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
FREMONT	Messenger										
16,000	(e)	3,529	.018	.02	(D) (INS) (131-5)	Messenger Co.	Frank Hicks F. J. Daubel	Albert O'Farrell	F. J. Daubel F. A. Bronnenberg (cm)	Paul Vinson F. D. Daubel (n)	
	News										
	(e)	4,067	.02	....	(I) (UP) (†) (176)	Wrigley Bros. Ptg. Co.	G. A. Hoot	Monroe Glatz (sp)	A. C. Wrigley	A. L. Wrigley	A. W. Gravel
GALION	Inquirer										
8,500	(e)	2,800	.015	.014	(I) (UP) (J) (131-5)	Inquirer Ptg. Co.	C. F. Eise W. V. Gosborn		W. V. Goshorn I. C. Guinther (bm)	I. C. Guinther	J. C. Peebles (j)
GALLIPOLIS	Tribune										
6,070	(e)	1,015	.013	.011	(R) (J) (none)	H. W. Wetherbolt	H. W. Wetherbolt	T. L. Bush	H. W. Wetherbolt (bm) Ruth Richards (cm)	H. W. Wetherbolt Ruth Richards (cl)	F. L. Sibley George G. Richards (j)
GENEVA	Free Press										
4,200	(e)	1,790	.02	.014	(R) (none)	C. A. Rowley	Chas. A. Bonsor	Henry Malthie (sp)	C. A. Bonsor (bm) T. Woodworth (cm)	E. V. Baker	W. C. Edy
GREENVILLE	Advocate										
8,000	(e)	4,550	.018	....	(D) (J) (176)	W. A. Browne, Sr.	W. A. Browne, Jr.				
	News-Tribune										
	(e)	3,600	.021	....	(R) (AP) (J) (4)	Martin B. Trainor					
HAMILTON	Journal										
52,000	(e)	10,959	.045	.043	(I-D) (AP) (176)	Homer Gard, Pres.	C. A. Leiter	Hosmer Grosvenor Richard Connelly (sp)	Homer Gard L. R. Hensley & G. E. Holdefer (bm) S. A. Weber (cm)	L. R. Hensley	
	News										
	(e)	10,440	.045	.045	(R) (AP) (†) (J) (41)	W. L. Tobey	W. L. Tobey E. P. Robinson	Samuel S. Carr Edgar Shellenbach (sp)	W. L. Tobey	C. R. Greenawalt A. J. Wesselmann	W. J. Kettler G. F. Holden (j)
IRONTON	Tribune										
20,200	(e)	5,794x	.04	.032	(R) (AP) (176)	F. B. Moore	C. J. McCarthy F. B. Moore	C. J. McCarthy P. A. Burke (sp)	F. B. Moore Harry A. Fisher (cm)	Carl A. Walker	Charles Fiel
	Sunday edition										
	(S)	5,055x	.04	.032							
KENTON	Democrat										
8,000	(e)	2,560	.015	....	(D) (UP) (none)	Democrat Pub. Co.	C. E. Flanagan	C. E. Born	C. E. Flanagan J. P. Slemon (cm)	C. Moore	
	News-Republican										
	(e)	3,030	.015	....	(R) (INS) (J) (176)	Republican Co.	E. E. Rutledge	E. S. Rutledge Marie Williams (sp)	E. E. Rutledge	E. W. Bodell E. E. Rutledge (n)	E. E. Rutledge
LANCASTER	Eagle										
20,000	(e)	5,187	.024	.024	(D) (AP) (J) (none)	Eagle Ptg. Co.	Edw. T. Wetzler	H. V. Phillips	Chas. Wetzler Geo. H. Harris (cm)	R. E. Seiber	E. O. Tobin S. Bush (j)
	Gazette										
	(e)	5,334	.024	.024	(D) (UP) (176)	C. J. Beach	C. J. Beach	A. M. Whitmer	B. E. Williams (cm)	J. E. Gallagher	John Shonk
LIMA	News										
52,000	(e)	18,985	.07	.05	(D) (AP) (†) (41)	L. S. Galvin	E. R. Leach	T. Walsh L. L. Faris (sp) Virgil Baker (Su)	L. S. Galvin A. J. Gruber (bm) R. F. Corcoran (cm)	M. J. Misner A. J. Gruber (n) Julianne Collins (cl)	Russ Calkins
	Sunday edition										
	(S)	19,730	.07	.05							
	Star & Republican-Gazette										
	(m)	13,617	.05	.029	(I-R) (AP,UP) (†) (94)	Star Pub. Co.	G. E. McCormick George W. Harris	George W. Harris	L. T. Ward C. F. Burkhelmer (cm)	E. E. Phipps	A. H. Tebbins
	Sunday edition										
	(S)	12,637	.05	.029							
LISBON	Journal										
3,300	(e)	1,500	.018	.018	(R) (J) (4)	Buckeye Pub. Co.	D. H. Frew		W. A. Frew		J. H. Frew O. R. Peterson (j)
LORAIN	Journal										
45,000	(e)	8,878x	.03	.0275	(I-D) (UP) (†) (147)	David Gibson	Frank Maloy	Donald Lindsay John Binder (sp)	Dan Williams (bm) Harold Gow (cm)	C. A. Culver Henry Newman (cl)	Lloyd Dickman
	Times-Herald										
	(e)	8,342x	.03	....	(I) (AP) (176)	R. C. Hoiles	Tex De Weese	Joseph Kuebler (sp)	R. C. Hoiles A. C. Dernier (cm)	J. E. Lyons	A. E. Clucker
MANSFIELD	News										
33,000	(e)	12,078x	.05	....	(R) (AP) (176)	R. C. Hoiles	Philip Wolfe		R. Hindley (cm) H. M. Grimes (bm)		
	Sunday edition										
	(S)	11,829x	.05	....							
MARIETTA	Times										
16,500	(e)	8,173	.035	....	(I) (INS) (176)	Times Co.	Frank B. McKinney	L. N. Harness	W. P. McKinney E. C. Angert (cm)	L. E. Toller Fred Reynolds (cl)	Cecil Echols
MARION	Star										
32,000	(e)	14,216x	.05	.032	(I) (INS) (176)	Harding Pub. Co.	Geo. H. Van Fleet Murray Powers	D. L. Buchanan W. T. Buchanan (sp)	Roy D. Moore James C. Woods (bm) Delmas Jenkins (cm)	R. F. Fletcher	C. W. Kramer
MARTINS FERRY	Times										
13,000	(e)	9,348x	.04	....	(I-R) (INS) (176)	Daily Times Co.	Madison Aldredge				
MARYSVILLE	Tribune										
4,000	(e)	2,086	.015	....	(I-R) (176)	Huber Bros. & Otte	Irvin C. Henry				
MASSILLON	Independent										
27,000	(e)	8,964	.05	....	(I) (AP) (94)	J. J. Bernstein	B. V. R. Skinner C. E. Chidester	F. J. Becker	J. J. Bernstein S. S. Maier (cm)	K. C. DeLong Mae Cook (n)	J. J. Bernstein
MECHANICSBURG	Telegram										
1,500	(e)	920	.014	....	(R) (J) (none)	C. C. Slater					
MIDDLETOWN	News-Signal										
30,000	(e)	6,820	.025	....	(D) (UP) (131-5)	News Ptg. Co.	J. Q. Baker	R. C. Oglesby	Miss E. R. Shafer (bm) C. M. Ryan (cm)	Glen Hankins Hobart Russell (cl)	W. J. O'Brien
	Journal										
	(e)	5,780	.025	....	(R) (AP) (†) (176)	Middletown Pub. Co.	E. S. Meyers E. S. Reeves	G. E. Bost H. P. Kraft (sp)	E. S. Meyers H. V. Wheat (cm)	H. E. Talbert (D) N. J. Lawler (S) J. J. Leppich (n) M. Little (cl)	Herbert Kraft
	Sunday edition										
	(S)	6,465	.025	....							
MOUNT VERNON	Banner										
11,100	(e)	3,048	.02	.02	(D) (AP) (131-5)	S. J. Dorgan	R. B. Armstrong	R. V. Hess	S. J. Dorgan	S. J. Dorgan	Carl Fettig
	Republican-News										
	(e)	4,333x	.02	.02	(R) (UP) (†) (J) (176)	Republican Pub. Co.	Charles C. Iams	J. E. Devalon Roger Eggleston (sp)	L. A. Culbertson (bm) C. P. Wenger (cm)	R. H. Bell	L. M. Bell
NEWARK	Advocate & American Tribune										
35,000	(e)	14,575x	.05	.035	(I) (AP) (J) (176)	Advocate Ptg. Co.	G. H. Spencer	F. A. Woolson Vic Weaver (sp)	C. H. Spencer, Pres. John D. Spencer (bm)	C. W. Bluthart F. W. Spencer (cl)	John S. Gilcrest F. F. Frasier (j)
NEW PHILAD'HIA	Times										
12,000	(e)	8,684	.03	.029	(I) UP) (176)	Democrat Pub. Co.	J. E. Hurst	Dale Empfield Eugene F. Hurst (sp)	J. E. Hurst E. F. Schumaker (cm)	Dean G. Warner E. W. Mantzell (cl)	F. L. Kimmel
NILES	Times										
16,500	(e)	3,112	.025	.022	(I) (INS) (†) (131-5)	James L. Wick	James L. Wick Jerome Joachim	Stanley Wolfe	Roy E. Koken (cm)	Milton I. Wick	
NORWALK	Reflector-Herald										
10,000	(e)	4,177	.021	....	(R) (UP) (J) (176)	R. C. Snyder	R. C. Snyder A. E. David	A. E. David	R. C. Snyder D. A. White (bm) M. T. Doane (cm)	R. A. Fisher Charles Stewart (cl)	Romeyn Simon Geo. Jacobs (j)
PAINESVILLE	Telegraph										
9,500	(e)	4,748	.025	....	(R) (UP) (J) (none)	C. A. Rowley	H. E. Johnson C. A. Rowley	H. E. Johnson Gordon Benzies (sp)	C. A. Rowley H. H. Henes (bm) Clifford Sheets (cm)	R. Norris Heyer C. B. Quigley (cl)	L. L. Bruce H. B. Hurst (j)
PIQUA	Call										
16,000	(e)	6,037	.025	.025	(I) (UP) (176)	C. F. Ridenour	C. F. Ridenour Ray H. Heater	Ray H. Heater Paul Murray (sp)	C. F. Ridenour Paul W. Stiles (cm)	Eloda Flowers Helen Marshall (n) Gretta Hile (cl)	Lewis Davidson
POMEROY	Tribune										
5,000	(e)	3,900	.025	.021	(R) (AP) (J) (92)	Charles Ebersbach	Oliver Hartley	C. A. Hartley	Charles Ebersbach S. Emory Wolfe (bm) S. Hofstetter (cm)	V. E. Atkinson, Jr.	George Hoeflick S. Martin (j)
PORTSMOUTH	Sun										
50,000	(m)	6,436x	....	....	(R) (AP) (176)		Chas. E. Hard (m) J. A. Lloyd (m) (sp)		Harry E. Taylor Maurice A. Coe (bm) J. W. Gableman (cm)	Frank W. Sheridan E. M. Oakes (n) M. Sauer (cl)	Frank Duncan
	Times										
	(e)	15,713x	....	....	(D) (AP,UP) (176)	Harry E. Taylor	Harry E. Taylor (e) W. . Minego (e) (s-)				
	Combined daily										
	(me)	22,149x	.08	....			Nina M. Ayres (Su)				
	Sunday Sun-Times										
	(S)	14,867x	.08	....							
SALEM	News										
12,000	(e)	3,519	.02	....	(R) (INS) (J) (176)	Salem Pub. Co.	R. W. Hawley	Harold Braman	Louis H. Brush N. C. Cowan (bm) Scott Cisholm (cm)	N. C. Cowan	S. K. Todd (j)
SANDUSKY	Register										
25,600	(m)	10,190x	.035	.035	(R) (AP) (J) (176)	Register Pub. Co.	E. H. Mack E. F. Walrath	Plummer Whipple (sp)	John D. Mack (bm) Paul T. Hepp (cm)	Chas. E. Linkenbach E. H. Mack (n) F. Ketterer (cl)	Henry Hohl Andrew F. Leiter (j)
	Sunday edition										
	(S)	10,812x	.035	.035							
	Star-Journal										
	(e)	9,369x	.035	....	(D) (UP) (164)	Alvord & Peters Co.	R. M. Struble (me)	Paul Heiberger Leonard Winkler (sp)	F. E. Alvord Lambert Liddell (cm)	Lee W. Staffier F. E. Alvord (n) Robert Welbaum (cl)	Eben C. Young

THE GREAT CENTRAL OHIO MARKET

1/3 of the Counties in the Union's 4th Richest State

Covered by The Columbus Dispatch



Population (1928 estimate)—
1,195,281

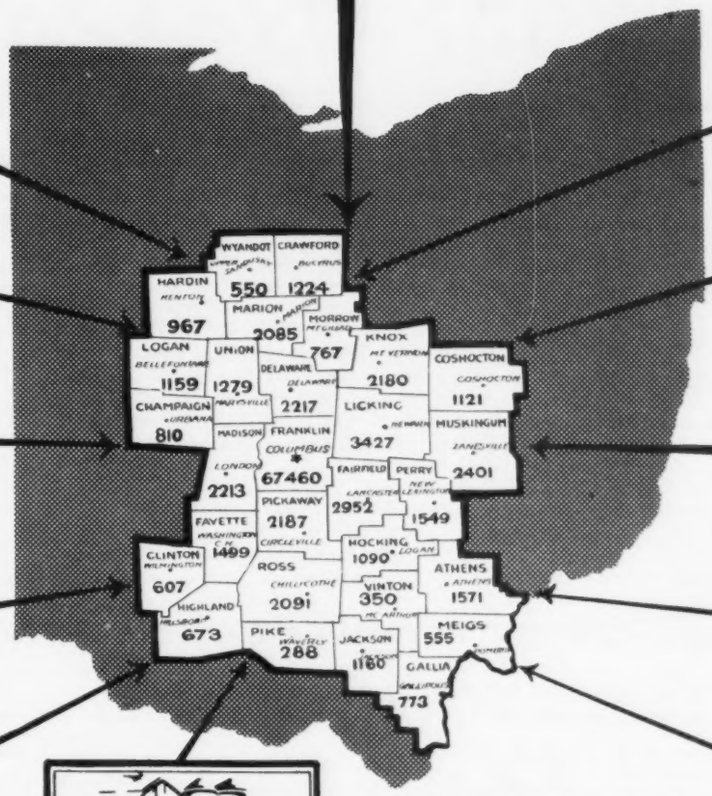
Families (1928 estimate)—
284,572

Dwellings (1928 estimate)—
254,303

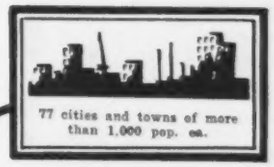
Automobiles—
225,161

Dispatch Circulat'n—107,205
concentrated in trading area

Number of Farms—
76,816

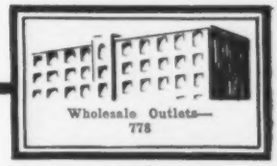


Figures on map show Dispatch Circulation by counties in Columbus Trading Area.



77 cities and towns of more
than 1,000 pop. ea.

Factories—
2,608



Wholesale Outlets—
778

Retail Outlets—
10,977

Retail Purchasing Power—
exceeds $426,000,000 annually

More Than 6/7 of the homes in Greater Columbus Read the Dispatch

Complete circle represents the number of occupied family domiciles in Greater Columbus, which, according to a recent Post Office Survey was 70,225.

Black portion of circle represents the average daily city (Greater Columbus) circulation of the Dispatch for the 6 months ending Sept. 30, 1927 which was 61,938.

THIS RESOURCEFUL MARKET and all of its trade factors concerned with the purchase, distribution and consumption of merchandise and various services are *dominated* by this one, big, Columbus newspaper.

Note Intense Dispatch Coverage of Complete Trading Area

In the 29 rich Central Ohio Counties which comprise the Great Central Ohio Market, the Dispatch has a combined, average coverage, in and out of the city, of one paper to every 2.65 families.

Member 100,000 Group of American Cities

Columbus Dispatch

OHIO'S GREATEST HOME DAILY
PAID CIRCULATION 117,077

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San Francisco

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

OHIO (Cont'd)

City Population	Name of Newspaper Circulation		Minimum Adv. Line Rate Nat.	Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
SHELBY	Globe										
5,578	(e)	2,500	.014	....	(I) (J) (none)	Stambaugh & Stambaugh	R. L. Castor				
RAVENNA	Republican										
7,219	(e)	....	.025	....	(R) (J) (AP) (131-5)	A. D. Robinson	A. D. Robinson				
ST. MARYS	Leader										
7,000	(e)	3,060	.025	....	(I) (J) (UP) (59)	A. C. Buss	T. E. Wilson	Kathryn Geiger	A. C. Buss H. M. Blair (cm)	H. M. Blair	G. A. Gilberg
SIDNEY	Journal										
11,000	(e)	2,000	.014	....	(R) (J) (4)	Harry Oldham	Harry Oldham				
	Sunday edition										
	(S)	2,000	.021	....							
	News										
	(e)	4,020	.02	.02	(I) (INS) (J) (none)	E. C. Amos	E. C. Amos	H. A. Amos	W. T. Amos (bm)		W. T. Amos (j)
SPRINGFIELD	News										
72,000	(e)	20,402	.06	.045	(D) (AP,CP) (mer) (†) (E) (100-84)	Edgar Morris	Bert A. Teeters	Fred E. Howell (sp) Howard Burba (Su)	Edgar Morris Carl G. Phares (cm)	Chester G. Schaefer H. Holliday (n) Robert B. Blazer (cl)	M. J. Sullivan
	Sunday edition										
	(S)	19,404	.06	.045							
	Sun										
	(m)	16,875	.04	.04	(I-R) (AP) (E) (164)	C. L. Knight	William Murty	S. V. Cox James Renick (sp)	E. A. Neutzenholzer F. A. Brown (cm)	N. J. Bolan M. H. McClure (n) W. E. Morrow (cl)	F. W. Walgand
	Sunday edition										
	(S)	14,546	.04	.04							
STEUBENVILLE	Herald-Star										
37,085	(e)	18,891x	.07	.07	(R) (AP,INS) (176)	Herald Ptg. Co	N. Edward Worstall (me)	A. I. Goldberg Leo Daugherty (sp)	Roy D. Moore H. W. Nichols (bm) S. H. Witter (cm)	I. R. VanAurmen Joseph McCarthy (cl)	
	Press										
	(e)	New daily	.03	....	(R) (UP) (none)	Press Co.	J. J. Maloney	L. Smith R. Shelton (sp)	H. L. Wickersham F. H. Worstall (bm)	F. H. Worstall C. Beans (cl)	John Evans
TIFFIN	Advertiser										
15,000	(e)	4,481	.025	....	(D) (UP) (J) (176)	Advertiser Co.	U. S. Abbott	R. H. Kellar Fred Ball (sp)	E. T. Rodgers Albert Ball (cm)	J. D. Clagett	F. M. Melsey (j)
	Tribune										
	(e)	3,035	.021	.018	(R) (INS) (39)	O. T. Locke & Son	Charles O. Locke	Arnold Whalen	Robert L. Rohe Walter Lorentz (cm)	F. J. Holliday Robert L. Rohe (n)	
TOLEDO	Blade										
300,000	(e)	124,232	.29	....	(I-R) (AP,CP,INS) (†) (17)	Paul Block	Grove Patterson W. F. Hedrick	Fred Mollenkopf Bob French (sp)	F. E. Cottrell John M. Hertel (bm) F. S. Newell (cm)	W. Edw. Myers F. E. Cottrell (n) E. Y. Flannigan (cl)	E. P. Doyle
	News-Bee										
	(e)	92,498	.24	.20	(I) (UP) (mer) (†) (E) (3)	Toledo Newspaper Co.	Harold C. Place Robert S. Brown	Joe Torbett Earl Aiken (sp)	J. F. Pollock (bm) B. J. Hoffman (cm)	R. W. Solon C. L. Osburn (n) H. C. Taylor (cl)	E. M. Stewart
	Times										
	(m)	33,793	.07	....	(R) (AP,US) (E) (164)	Times Pup. Co.	John D. Dun Wilbur White	Luther Harshman Paul Schrader (sp) Harold Heartley (Su)	R. C. Patterson, Pres. Clarence Veller (cm)	Charles Tefft Clayton Wilhelm (cl)	Leo F. Long
	Sunday edition										
	(S)	53,417	.14	....							
TORONTO	Tribune										
7,000	(e)	1,537	.025	.025	(I-R) (INS,UP) (88)	Forrest Richmond	Forrest Richmond (me)	Paul Feeney	Forrest Richmond (bm)	Forrest Richmond	Thomas Doran
TROY	News										
7,260	(e)	2,741	.014	....	(R) (J) (UP) (176)	Miami Union Pub. Co.	H. A. Pauly				
UHRICHSVILLE	Chronicle										
6,428	(e)	2,648	.015	....	(R) (176)	Chronicle Co.	Paul H. Stoutt				
UPPER SANDUSKY	Chief										
3,400	(e)	3,004	.015	.018	(D) (UP) (J) (131-5)	Daily Chief Co.	Charles V. Read	H. B. Veith	Charles B. Read	H. B. Veith Mrs. E. S. Myers (cl)	Jacob Schell F. Bowman (j)
	Union										
	(e)	2,114	.011	.011	(R) (AP) (J) (none)	Wyandot Union Pub. Co.	L. M. Newcomer				Jay Everhart
URBANA	Citizen										
8,100	(m)	501	....	....	(R) (UP) (176)	Gaumer Pub. Co.	Herman E. Harner E. H. Hullinger	Ray Ball	Herman E. Harner F. Toomire (cm)	Lou Hovey	George M. Ginn
	Democrat										
	(e)	4,536	....	....	(D) (UP) (176)						
	Combined daily										
	(me)	5,037	.025	.021							
VAN WERT	Bulletin										
	(me)	2,320	.015	....	(R) (J) (d) (131-5)	J. H. Foster's Sons	Caples Foster				
	Times										
	(e)	2,170	.015	.011	(I) (UP) (†) (J) (173)	Times Ptg. Co.	Julius Chandler Ford G. Owens		Ford G. Owens		Ira Redlinger M. J. Dannecker (j)
WAPAKONETA	News										
6,000	(e)	4,061	.025	.025	(D) (UP) (J) (4)	Democratic Ptg. Co.	R. P. Melching		C. K. Rockwell		A. L. Edmiston
WARREN	Tribune-Chronicle										
40,000	(e)	12,539	.05	.04	(R) (AP) (176)	Tribune Co.	Thomas H. Deming	Donald C. McCurdy Julius White (sp)	Mrs. Z. H. Deming C. E. Gilliam (bm,cm)	H. T. Rubenson W. W. Bethune (n) Mary Rice (cl)	E. J. Gozzard
WASHINGTON C.H.	Herald										
8,500	(e)	2,874	.021	.025	(I) (AP) (none)	Herald Pub. Co.	Jos. H. Harper Howard S. Harper	B. E. Kelley	Joseph H. Harper Earl McCoy (bm)	Earl McCoy	
WELLSTON	Sentinel										
6,687	(e)	....	.011	....	(d) (none)	Sentinel Pub. Co.	Gordon Morrow		W. E. Thomas (pres.)		
WELLSVILLE	News										
8,849	(e)	3,215	.025	....	(I) (UP) (99)	George C. Davis	Victor W. Free				
WILMINGTON	News-Journal										
6,100	(e)	3,888	.025	....	(R) (AP) (41)	W. J. Galvin	W. J. Galvin	Lawrence Austin Kroger Babb (sp)	W. J. Galvin R. K. Kerr (bm) L. Sutton (cm)	Howard Babb L. Sutton (cl)	W. B. Hansford
WOOSTER	Record										
10,225	(e)	7,690	.03	.025	(I) (INS) (176)	E. C. Dix	E. H. Hauenstein E. C. Dix	A. R. Williams Arthur Murray (sp)	E. C. Dix Albert Dix (bm) W. E. Richards (cm)	Albert V. Dix J. H. Flood (cl)	Earl Snyder
XENIA	Gazette										
11,100	(e)	5,083	.025	.022	(R) (INS) (176)	Chew Pub. Co.	J. A. Chew R. A. Higgins	P. H. Frame	J. A. Chew J. P. McLaughlin (bm) H. V. Wheat (cm)	J. F. McLaughlin R. Huston (cl)	C. A. Swartz
YOUNGSTOWN	Telegram										
168,000	(e)	37,006	.11	....	(I) (UP) (†) (3)	Telegram Co.	F. F. Bruner A. A. Reilly, Asso. Ed. Ned Brooks (me)	Fred McCluer M. J. McHale (sp)	J. T. Watters (bm) C. N. Coghlan (cm)	J. T. Watters H. R. Craig (n) H. E. Clarke (cl)	Rudy Binder
	Vindicator										
	(e)	36,139	.11	.068	(I-D) (AP,INS) (*8) (†) (97)	Vindicator Ptg. Co.	F. A. Douglas Wm. F. Maag, Jr.	Wm. L. Powers Frank B. Ward (sp) Arthur D. Maag (Su)	Wm. F. Maag, Jr. W. O. Brown (bm) B. J. Ullman (cm)	W. O. Brown (n) J. R. Hendley Wm. S. Fiffick (cl)	Frank L. Houck Carl Maag (j)
	Sunday edition										
	(S)	33,952	.11	.068							
ZANESVILLE	Times-Recorder										
35,000	(m)	19,134	....	....	(R) (AP) (176)			Phil Connelly (m)			
	Signal										
	(e)	10,960	....	....	(D) (INS) (176)	Zanesville Pub. Co.	W. O. Littick J. R. Downs (m) (me) C. E. Granger (e) (me)	Fred Bohn (m) James Foran (m) (sp) Harold Richardson (e) (sp)	W. O. Littick C. W. Gibson (bm) C. L. Sink (cm)	C. Nelson Francis Donch (n) Harry Cook (cl)	William Morris
	Combined daily										
	(me)	30,094	.08	.07							
	Sunday edition										
	(S)	10,500	.035	....							

OKLAHOMA

City Population	Name of Newspaper Circulation		Nat.	Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ADA	News										
12,000	(e)	2,610	.025	0225	(D) (AP) (†) (J) (69)	W. D. Little	W. D. Little Byron Norrell	V. L. Hobson Ruby West (Su)	W. D. Little Helen Webb (cm)	J. Hugh Biles Nina Collins (cl)	T. W. Brydia
	Sunday edition										
	(S)	2,610	....	....							
ALTUS	Times-Democrat										
11,000	(e)	3,049	.025	.025	(D) (UP) (mer) (†) (J) (168)	Altus Pub. Co.	Hutton Bellah	Marvin Brown Hutton Bellah (sp) Marvin Brown (Su)	Hutton Bellah W. D. Hargraves (cm)	Buff Burtis Lutie Thetford (cl)	Marvin Foster Charles Tant (j)
	Sunday edition										
	(S)	3,049	.025	....							
ALVA	Review-Courier										
5,500	(e)	2,750	.024	.018	(R) (UP) (J) (39)	C. D. Willard	C. D. Willard	J. Allen Thomas	C. D. Willard		
ARDMORE	Press										
19,000	(m)	4,193									
	Ardmoreite										
	(e)	5,509	.07	.05	(I) (AP) (†) (94)	John F. Easley	M. E. McWilliams	Sam Blackburn Sam Hunter (sp) Sam Blackburn (Su)	Albert Riesen Jack Walker (cm)	Albert Riesen E. P. Riesen (n) R. Holman (cl)	M. M. Bramlett
	Combined daily										
	(me)	9,707									
	Sunday edition										
	(S)	5,503									

Accuracy, Character, Stamina and Public Confidence

These Are the Qualities That Command for

THE CLEVELAND NEWS

The Really Important Position It Holds in the Greater Cleveland Territory

The basis of any newspaper's importance to its community is the goodwill it is accorded by that community. And only in so far as a publication is important can it be of real value to its advertisers. The days when inflated or large fluctuating circulations were taken as gospel by space buyers have passed. The shrewd buyer of space today asks, of a circulation, not "How large?" but—"How responsive? How sound?" And the answer must be reckoned in terms of character, accuracy, stamina, reader confidence. For, the possession of these qualities on the part of a newspaper is in direct ratio with advertising results.

The News gives its readers, with accuracy, the news of the world, through Associated Press and private correspondence. It gives them a financial digest of widely known merit. It gives them Dramatic, Radio and other features by such eminent authorities as Archie Bell, Arthur Brisbane, B. C. Forbes. It gives them all of the world's best comics, for relaxation, and for helpfulness among other features its Cooking School, whereby thousands of women are instructed in the use of the very products National Advertisers strive so assiduously to bring to their attention. And all this, through a

Sound Responsive Circulation in Excess of

200,000

Copies per Day

When making your 1928 Appropriation List, remember that through The Cleveland News you can reach buyers who have the money to spend and the inclination to spend it as The News suggests.

Your product needs the support of such a paper. The Greater Cleveland territory cannot be covered without it. The News offers to National Advertisers an individualized service rather than ready-made data. It invites them to make use of it when making a survey of potential buyers in the Cleveland market in 1928.

Represented by
Geo. McDevitt Co.
250 Park Ave.
New York
People's Gas Bldg.
Chicago

THE CLEVELAND NEWS

DAILY AND SUNDAY

Ohio's Greatest Newspaper

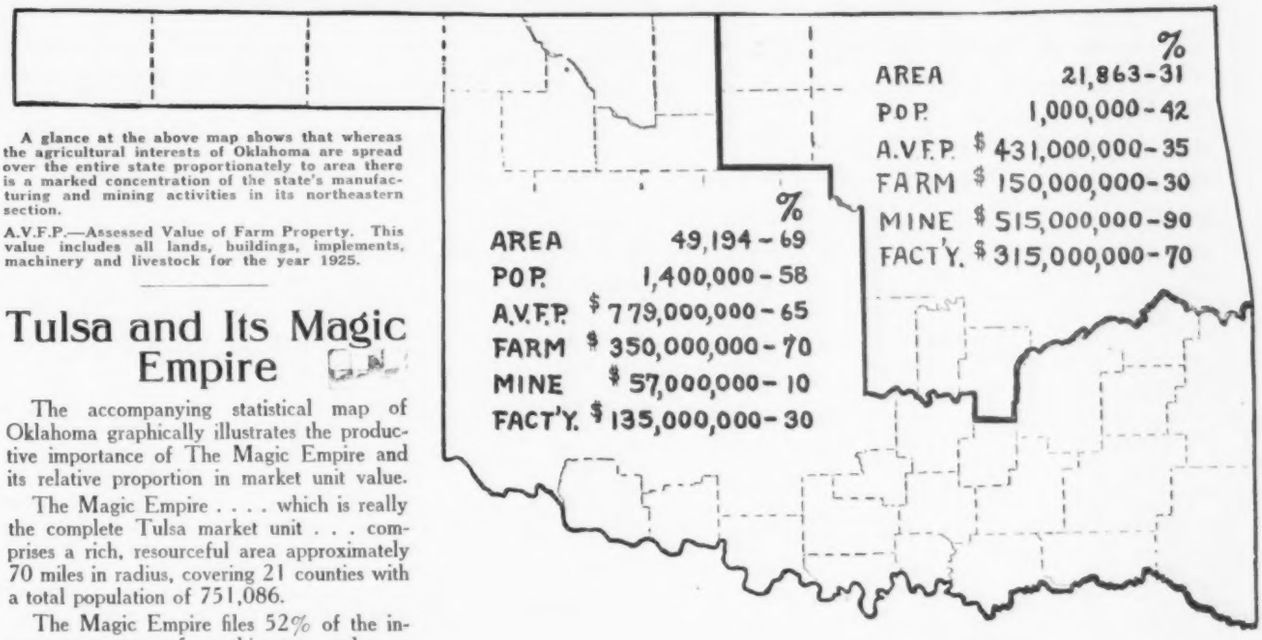
CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

OKLAHOMA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BARTLESVILLE 20,000	Enterprise (e) 4,575	.03	.025	(R) (AP,INS) (†) (J) (175-61)	Bartlesville Pub. Co.	J. S. Leach		F. A. Sims (cm)	E. J. Bosley	B. L. Grubb Geo. B. Doran (j)
	Examiner (m) 4,159 Sunday edition (S) 4,252	.03 .03	.025	(I) (AP) (69)	Examiner Co.	N. D. Welty	J. J. Speak Herbert Phipps (sp) N. D. Welty (Su)	N. D. Welty Donald R. Welty (bm) W. R. Cooper (cm)	Donald R. Welty Gertrude McNabb (cl)	E. F. Kysela C. D. Campbell (j)
BLACKWELL 15,500	Tribune (m) 8,591	....	....							
	News (e) 4,753	....	....	(D) (AP) (†) (94)	C. R. Bellatti	C. R. Bellatti	E. E. Nichols	C. R. Bellatti Victor E. Tede (cm)	Ted Tetirick	A. C. Fink
	Combined daily (me) 13,344	.07	.07							
	Sunday edition (S) 8,638	.07	....							
BRISTOW 12,000	Record (e) 2,211	.032	.032	(I) (AP) (J) (none)	Bristow Record Co.	L. M. Nichols	Bert Huddleston Eugene Ryon (sp)	T. M. Nichols (bm) Geo. Bannester (cm)	Kenneth Irwin H. H. Francis (cl)	Geo. C. Parker
CHICKASHA 15,000	Express (e) 3,523	.021	.021	(D) (AP) (none)	George H. Evans	Geo. H. Evans J. Edwin Pool	J. Edwin Pool	Geo. H. Evans (bm) B. E. Parmalee (cm)	Geo. Dismukes Geo. H. Evans (n) Dale Nease (cl)	A. C. Crossman
CLAREMORE 3,435	Progress (e)	.018	....	(D) (169-4)	A. L. Kates	W. C. Kates				
	Sunday edition (S)	.018	....							
CLINTON 7,900	News (e) 1,889	.03	.026	(I) (AP) (J) (169)	W. K. Leatherock	J. N. McClure		W. K. Leatherock	W. K. Leatherock (n)	
CUSHING 11,500	Citizen (e) 2,855	.025	....	(I) (UP,INS) (†) (J) (69)	O. H. Lachenmeyer	Richard Elam H. M. Lachenmeyer	S. Ross Robertson C. Rust (sp)	O. H. Lachenmeyer J. O. Brown (cm)	Sam Hoover O. H. Lachenmeyer (n) A. Peyton (cl)	E. E. Meyers R. E. Miller (j)
DRUMRIGHT 6,460	Derrick (e)	.036	....	(D) (AP) (†) (J) (E) (173-39)	Lou S. Allard	Lou S. Allard				
DUNCAN 10,000	Banner (e) 1,724	.025	.018	(I-D) (AP,INS) (J) (39)	Duncan Pub. Co., Inc.	B. L. Abernethy		B. L. Abernethy Jean Abernethy (cm)	J. O. Hopper	
	Sunday edition (S) 1,724	.025	....							
DURANT 11,500	Democrat (e) 2,783	.025	.025	(I-D) (UP) (J) (69)	Archibald & Story	R. F. Story	Wesley Dickey	G. W. Archibald Allen Hill (cm)	G. W. Archibald	W. J. Hurst
EL RENO 10,000	Democrat (e) 2,900	.025	.025	(D) (UP) (J) (169)	Maher Brothers	T. W. Maher		Ray Maher	J. R. Maher	John Owens Ted Page (j)
ENID 32,000	Eagle (e) 4,875	....	....							
	News (m) 7,360	....	....	(R) (AP,UP) (†) (177-61)	Enid Pub. Co.	M. C. Garber H. J. Godschalk	H. J. Godschalk Dutch Strauss (sp) H. J. Godschalk (Su)	Wm. M. Taylor C. A. Killam (cm)	E. E. Freeman M. T. Sexsmith (n) Celia Lowe (cl)	Wm. A. Nutt
	Combined daily (me) 12,235	.07	.06							
	Sunday edition (S) 9,074	.07	....							
	Times (m) 2,590	.03	.03	(I) (J) (131-5)	Times Pub. Co.	E. Fell	C. Roach Gil Grube (sp)		C. Roach E. Fell (n)	Robert Bull
	Sunday edition (S) 2,600	.03	....							
FREDERICK 5,000	Leader (m) 2,355	.029	.029	(D) (UP) (J) (none)	J. L. Newland	J. L. Newland	R. O. Cull	J. L. Newland (bm) Perle Coursey (cm)	Harry Lee Cook Mada Russell (n)	L. M. Harris Opal Beasley (j)
	Sunday edition (S) 2,355	.029	....							
GUTHRIE 16,400	Leader (e) 6,937	.05	.04	(I) (AP,UP) (mer) (†) (69)	Fields & McIntyre	Raymond Fields Bret Kremmerer	James Craddock	E. M. McIntyre Erol Austin (cm)	Gene Gillespie Vivian Legate (cl)	John Loveless
	Sunday edition (S) 6,937	.05	....							
HENRYETTA 5,889	Free Lance (e)	.029	....	(AP) (none)	George Riley Hall	George Riley Hall				
	Sunday edition (S)	.029	....							
HOLDENVILLE 2,932	Journal (e) New daily	.035	....							
	Sunday edition (S)	.035	....							
HUGO 7,500	News (e) 1,864	.025	....	(D) (UP) (†) (J) (177-61)	W. E. Schooler	Ed Bennett W. E. Schooler	Ed Bennett	W. E. Schooler U. G. Knox, Jr. (cm)	W. T. Pirtle W. E. Schooler (n)	C. O. Garner
	Sunday edition (S) 1,864	.025	....							
LAWTON 8,930	Constitution (e) 3,564	.029	....	(D) (J) (169)	Constitution Co., Inc.	Ned Shepler				
	Sunday edition (S) 3,564	.036	....							
McALESTER 15,000	News-Capital (e) 3,790	.03	.03	(I-D) (AP) (J) (69)	Fred G. Cowles	Leon R. Calonkey	Gerald Vail (sp)	Fred G. Cowles J. L. Howe (cm)	S. M. Goss	
	Sunday edition (S) 3,786	.03	....							
MIAMI 11,000	News-Record (e) 7,956	.04	.04	(I) (AP,INS) (J) (176)	News-Record Pub. Co.			C. M. Bartlett		
MUSKOGEE 42,000	Phoenix (m) 12,978	....	....							
	Times-Democrat (e) 9,784	....	....	(I (AP,UP,INS) (E) (22)	Joel H. Bixby	E. K. Bixby Luther J. Reid and Delbert Huff		Joel H. Bixby (bm) Paul Schaefer (cm)	Ellis Thaxton	Don Orr
	Combined daily (me) 22,762	.10	....							
	Sunday edition (S) 14,073	.10	....							
NEWKIRK 2,533	Reporter (e)	.011	....	(I) (J) (none)	Hamlin Bros.	D. M. & J. E. Hamlin				
NORMAN 9,500	Transcript (e) 2,766	.0275	.0275	(I) (UP) (†) (J) (139a)		Fred E. Tarman	E. S. Kerrigan	R. H. Parham (bm) Alfred Sloan (cm)	T. E. Miller R. H. Parham (cl)	R. H. Parham Harold Belknap (j)
	Sunday edition (S) 2,766	.0275	....							
NOWATA 5,000	Star (e) 2,550	.021	....	(D) (J) (none)	Star Pub. Co.	J. T. Norton				
	Sunday edition (S) 2,550	.021	....							
OKEMAH 7,500	Leader (e) 2,816	.03	025	(I) (UP) (†) (J) (69)	W. G. Strong	Raymond Fields Paul Miller		W. G. Strong F. Strong (cm)	Jack Queen	Chas. Bryant
OKLAHOMA CITY. 149,600	Oklahoma News (e) 45,793	.10	....	(I) (UP) (†) (3)	Scripps-Howard Newspapers	Carl C. Magee Ralph Roddy	Dan Delaney Fred J. Jay	Peter Hamilton (bm) Robert H. McCoy (cm)	S. S. Wallace, Jr. Roy Fuller (cl)	
	Oklahoman (m) 78,682	....	....	(D) (AP) (mer) (†) (J) (E) (94)	E. K. Gaylord	W. M. Harrison (mee)	Carl Held Charles Brill (sp) H. C. Henderson (Su)	Edgar T. Bell Max W. Haimbacher (cm)	H. E. Dreier J. I. Meyerson (n) Frank A. Lee (cl)	W. J. Phillips
	Times (e) 71,852	....	....							
	Combined daily (me) 150,534	.25	.189							
	Sunday edition (S) 92,000	.214	.132							
	Evening & Sunday (eS) 163,852	.38	....							

For Try-Outs or Full-Grown Campaigns The Magic Empire is a Primary Market Unit

Map Shows Division of Oklahoma Resources



A glance at the above map shows that whereas the agricultural interests of Oklahoma are spread over the entire state proportionately to area there is a marked concentration of the state's manufacturing and mining activities in its northeastern section.

A.V.F.P.—Assessed Value of Farm Property. This value includes all lands, buildings, implements, machinery and livestock for the year 1925.

Tulsa and Its Magic Empire

The accompanying statistical map of Oklahoma graphically illustrates the productive importance of The Magic Empire and its relative proportion in market unit value.

The Magic Empire . . . . which is really the complete Tulsa market unit . . . comprises a rich, resourceful area approximately 70 miles in radius, covering 21 counties with a total population of 751,086.

The Magic Empire files 52% of the income tax returns from this state and pays nearly 60% of the total income tax from Oklahoma. The total personal and real property tax valuation is $580,239,450 or 41% of the state total; the public service corporation tax valuation is $134,743,032, or 43% of the state total.

In the annual registration of automobiles for 1927 there were 188,554 in the Magic Empire or 42% of the state total. Of the 35,952 new automobiles sold and registered in the state during the first six months of 1927, the Magic Empire had 16,466 or 46% of the state total.

Nearly three-fifths of the state's paved and other highly improved highways are in the Magic Empire with direct routes to Tulsa.

Tulsa was second city in the 10th Federal Reserve district for the first six months of 1927 with a total of $7,109,621 in building operations for the period. The total for the year reached over $13,500,000 with a new union station project and many other large civic improvements voted for 1928 construction.

Morning and Sunday The Tulsa World is the Newspaper of the Magic Empire

Tulsa has a population estimated at 150,000 by the U. S. Census bureau. In the Magic Empire outside of Tulsa there are 601,086 people . . . Four times as many as in the city. That's the rich Oklahoma market and the complete Tulsa market unit . . . . right at the door of Tulsa . . . A market that cannot be separated from Tulsa.

This is one market — one compact, concentrated commonwealth, where Tulsa, mecca and metropolis attracts the trade of city dwellers and townsmen alike.

While city carriers deliver 88% of The World's city circulation to the homes of Tulsa, a fleet of fast motor trucks speed to the various towns and cities of the Magic Empire with great cargoes of this newspaper, where The World's dealer organization promptly delivers them simultaneously with the city circulation.

Here is a market no other newspaper even claims to reach as does the Tulsa World day after day. One order, one set of plates . . . . and one newspaper, the Tulsa World . . . . will gain you maximum response to your advertising message in this rich market unit.

TULSA DAILY WORLD

Oklahoma's Greatest Newspaper

THE NEWSPAPER THAT MADE THE MAGIC EMPIRE OKLAHOMA'S GREATEST MARKET UNIT

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

OKLAHOMA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
OKMULGEE 25,000	Times (m) 8,100	....	....							
	Democrat (e) 3,579	....	....	(I) (AP) (†) (94)	Times Pub. Co.	H. H. Horton (M). Jim Hopkins (E). Joe N. Croom (me).	John B. Owen (M). Elmer C. Croom (E). Sidney J. Steen (sp). Joe N. Croom (Su).	H. H. Horton. John T. Horton (cm).	C. J. Aspey. H. H. Horton (n). Eddie Tucker (cl).	Emmet S. Kyle
	Combined daily (me) 11,679	.07	....							
	Sunday edition (S) 9,950	.07	....							
PAWHUSKA 10,500	Journal-Capital (e) 3,127	.03	.03	(D) (AP) (J) (69)	Richard Elom	Ralph Bray	Ralph Bray. Ralph Campbell (sp).	Rowland Blanc (bm). Ralph Brown (cm).	Ralph Campbell. Rowland Blanc (n). Ralph Campbell (cl).	Joy Morten
	Sunday edition (S) 3,127	.03	....							
PERRY 5,200	Journal (e) 1,412	.018	.018	(I) (AP) (J) (169)	Ira J. Williams	Orville E. Priestley			L. E. Cook	C. E. Harrison. Harry P. Jones (j)
PONCA CITY 17,025	News (e) 7,512	.045	.028	(I) (AP) (J) (69)	Ponca City Pub. Co.	Clyde E. Muchmore. Marion R. Cracraft.	Roscoe Cate. Mark Sarchet (sp). M. E. Wilson (Su).	Clyde E. Muchmore. H. T. Leonard (bm). C. C. Winner (cm).	John E. Bemis. Glen Cornwell (n). Pauline Savage (cl).	C. E. Henderson. J. E. Brewer (j)
	Sunday edition (S) 7.512	.045	....							
SAPULPA 19,000	Herald (e) 3,128	.025	.025	(I) (UP) (J) (none)	John W. Young	John W. Young		J. Jones (cm)	M. T. Hubbard	John W. Archer. John W. Young (j)
	Times (m) 3,300	.035	.025	(B) (mer) (J) (177-61)	M. L. Matson	Larue Thomas	Bob Reed	Larue Thomas. Leon Moody (cm).	Leon Moody. M. L. Thomas (n). Aileen Stiger (cl).	M. L. Thomas
	Sunday edition (S) 3,312	.035	....							
SEMINOLE 10,000	Producer (e) 2,679	.036	.036	(I) (J) (92)	James T. Jackson	James T. Jackson	J. C. Bennett. S. A. Franklin (Su)	James T. Jackson. C. W. Murrell (cm).	James T. Jackson. S. A. Franklin (cl).	W. H. Wright
	Sunday edition (S) 3,141	.036	....							
SHAWNEE 29,500	News (m) 11,098	....	....							
	News (e) *....	....	....	(I) (AP) (69)	H. G. Spaulding	H. G. Spaulding	Tom Steed. N. Van Zandt (sp).	H. T. Nisbett. R. T. Meeker (cm).	W. T. Tinsley. Selmer Butler (n).	J. E. Smith
	Combined daily (me) 11,098	.05	.05							
	Sunday edition (S) 11,240	.05	....							
	Journal (eS) New daily.	.04	.04	(70)		H. A. Stroud. Howard B. Bonham.	J. A. Lloyd (bm). Herbert Peters (cm).		A. E. Nels	O. M. Allegre
	*Note—(Evening edition started October 1, 1927.)									
STILLWATER 7,032	Press (e) 2,250	.02	.02	(I) (AP) (none)	Hinkel & Sons	Randle Perdue	Randle Perdue	John W. Hinkel	William S. Hinkel. John P. Hinkel (n).	Charles F. Hart
TULSA 150,000	Tribune (e) 45,662	.12	....	(I-D) (AP,UP,INS) (mer) (†) (144)	Tulsa Tribune Co.	Richard Lloyd Jones. Victor F. Barnett.	J. A. Brandt. Lou Duffy (sp).	Crawford Wheeler. M. D. Nicholson (cm).	L. R. Malone. H. W. Hussey (n). E. V. Willey (cl).	A. D. MacDiarmid
	Sunday edition (S) 49,618	.12	....							
	*Note: (Rates effective March, 1928.)									
	World (m) 57,851	....	....	(E) (AP, INS,CP) (†) (25-68)	Eugene Lorton	T. A. Latta. H. L. Rennick (me). B.A. Bridgewater (me)	M. Marrs. R. G. Miller. J. B. Olds (sp). Larry Dailey (sp). A. Hallman (Su).	F. O. Larson. L.W. McFetridge (cm)	R. A. Justus. C. P. Flynn (n). M. Elder (cl).	Oral Harper
	World (e) 21,148	....	....							
	Combined daily (me) 78,999	.16	....							
	Sunday edition (S) 64,602	.16	....							
VINITA 5,010	Journal (e)	.018	....	(D) (AP) (4)	Leader Ptg. Co.	Willis F. Allen				
WEWOKA 12,500	Democrat (e) 2.800	.025	.03	(I-D) (AP,INS) (†) (J) (69)	Wewoka Pub. Co.	Richard Elam. F. W. Beckmeyer.	F. W. Beckmeyer	Richard Elam. R. F. Brown (cm).	D. G. Palmer. N. Maxwell (cl).	Walter Knight. Ellis Hall (j)
	Sunday edition (S) 2,800	.025	....							
WOODWARD 5,900	Press (e) 1,417	.035	.025	(I) (†) (J) (none)	G. C. Lawrence		Clarence Paden	Marcellus Dressen (cm)	W. J. Bacon	R. H. Taylor (j)

OREGON

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALBANY 8,000	Democrat-Herald (e) 4,005	.035	.035	(I) (UP) (mer) (†) (126)	W. L. Jackson & R. R. Cronise.	T. D. Potwin. W. L. Jackson & R. R. Cronise	W. C. Eakin. T. D. Potwin. C. Alexander (se)	R. R. Cronise (bm). J. F. Howard (cm).	F. S. Chambers. R. R. Cronise (n). Mary Edgar (cl).	William Franklin
ASHLAND 5,500	Tidings (e) 1,892	.025	.025	(I) (UP) (†) (J) (126)	Ashland Ptg. Co.	G. M. Green	Regina Johnson	G. M. Green	G. M. Green	E. Berg
ASTORIA 16,000	Astorian (m) 2,217	.03	....	(B) (AP) (J) (40)	J. S. Dellinger	C. D. McClure. J. S. Dellinger.	James H. Cellars. C. D. McClure (Su).	J. S. Dellinger. M. Hubler (bm). H. W. Brooks (cm).	C. D. McClure. M. Hubler (n).	P. H. Kraetch
	Sunday edition (S) 2,256	.03	....							
	Budget (e) 2,684	.029	....	(I) (UP) (†) (J) (60)	Budget Pub. Co.	Merle R. Chessman	J. DeWitt Gilbert	Lee D. Drake. J. Verschueren (cm)	Leeland K. Miller	J. L. Miller
BAKER 9,000	Democrat (m) 1,540	.025	.025	(D) (AP) (†) (126)	I. B. Bowen	I. B. Bowen	Klass V. Powell	Will H. Evans. R. V. Nelson (cm).	Will H. Evans	Jesse Smurthwaite
	Sunday edition (S) 1,576	.025	.025							
	Herald (e) 1,683	.025	....	(I) (AP) (†) (169-60)	Herald Co., Inc.	Bernard Mainwaring	Bernard Mainwaring	Lucien P. Arant. Mrs. A. A. Whitaker. (cm)	Manley M. Arant. Lucien P. Arant (n). Manley M. Arant (cl)	Harold Wright
BEND 10,000	Bulletin (e) 2,770	.03	.03	(E) (UP) (†) (J) (124-163-60)	Robert W. Sawyer	Robert W. Sawyer. Henry N. Fowler.	Phil Brogan. Remey Cox (sp).	Robert W. Sawyer. George Curtis (cm).	Frank H. Loggan. Mrs. J. S. Sillery (cl)	Ralph Spencer
CORVALLIS 8,000	Gazette-Times (e) 1,950	.03	.025	(E) (AP) (†) (J) (60)		C. E. Ingalls	M. K. Myers	C. A. Sprague (bm). Sam Walters (cm).	C. A. Sprague	H. M. Lehnert
EUGENE 18,000	Guard (e) 6,709	.04	....	(I) (AP) (†) (126)	Alton F. Baker	Alton F. Baker. W. M. Tugman.	Lyle Kelling	Alton F. Baker. G. S. Garner (cm).	Elmer P. Byrne. Sam Brenaugh (cl).	J. E. Wells
	Register (m) 7,128	.04	.03	(I-D) (AP,CN) (124-163-60)	Register Pub. Co.	Frank Jenkins	H. E. Burnett. Otto Glistrap (Su).	E. R. Glistrap. Fred B. Baker (cm).	E. R. Glistrap. Alice Olson (cl).	C. P. Sylvester
	Sunday edition (S) 7,337	.04	.03							
GRANT PASS 6,000	Courier (e) 1,749	.025	.025	(B) (AP) (J) (126)	A. E. Voorhies	Wilfred Allen, Jr. Earle E. Voorhies.	Wilford Allen, Jr.	A. E. Voorhies (bm)	J. Gardner Knapp	
KLAMATH FALLS 14,000	Herald (e) 3,686	.02	....	(I-B) (AP,UP) (none)	Bruce Dennis	Tom Malarkey	H. Breitenstein	F. B. English (bm). J. A. LaDrew (cm).	W. G. Jackson. M. Leavitt (n).	N. Otterbein
	News (m) 3,456	.03	....	(I) (UP) (163a,60)	Bruce Dennis	Bert W. Halloway	Bert W. Halloway	Fred English (bm). Arthur LaDieu (cm)	Lynn Zimmerman	Walter Stronach
	Sunday edition (S) 3,592	....	....							
LA GRANGE 11,306	Observer (e) 3,077	.03	.029	(I) (AP) (126)	F. B. Appleby	F. B. Appleby	Nolan Skiff	F. B. Appleby. H. F. Matthews (bm). C. S. Paddock (cm).	Calvin C. Horn. H. F. Matthews (n). Lenore Gibson (cl).	Milton Price
MARSHFIELD 7,280	Coos Bay Times (e) 3,718	.03	.03	(I-R) (AP) (†) (126)	E. J. Murray	E. J. Murray	Clayton Bernhart (news)			
	Southwest Oregon News (e) 3,942	.03	....	(I-R) (UP) (J) (124-163-60)	L. D. Gordon	L. D. Gordon	Taylor Huston. Harold Shirley (sp).	L. D. Gordon. A. Pickard (cm).	A. C. Townsend	W. K. Brownlow
MEDFORD 12,200	Mail-Tribune (e) 4,462	.035	.035	(I) (AP) (J) (126)	Medford Ptg. Co.	R. W. Ruhl	R. A. Keppes. A. Perry (sp).	S. S. Smith. O. J. Patton (cm).	S. S. Smith. Mary Hess (n).	A. F. Stennett. A. P. Hagen (j)
	Sunday edition (S) 4,462	.035	.035							
	News (m) 3,127	.03	.025	(I) (UP,INS) (J) (124-163-60)	News Pub. Co.	L. B. Tuttle	Dan Bowerman	C. A. Swigart. E. L. Scott (cm).	L. W. Phillips	J. W. Young
	Sunday edition (S) 3,127	.03	.025							

Pittsburgh is A Rich Market

The following tabulation shows the rank of large cities in percentage of population filing income tax returns for 1925.

CITY	POPULATION	RETURNS	PER CENT FILING
Pittsburgh	637,100	59,191	9.3%
New York	5,924,000	526,126	8.9%
Milwaukee	517,100	42,568	8.2%
Washington ...	528,000	43,293	8.2%
Chicago	3,047,900	232,830	7.6%
St. Louis	830,400	63,455	7.6%
Detroit	1,290,100	98,675	7.6%
Buffalo	544,300	37,891	7.0%
Boston	787,100	51,655	6.6%
Los Angeles ...	1,300,000	81,040	6.2%
Philadelphia ...	2,007,700	95,177	4.7%
United States ..	117,136,000	4,171,051	3.6%

SCRIPPS-HOWARD

You can cover the rich Pittsburgh market through one overwhelmingly dominant newspaper—the Pittsburgh Press.

The Pittsburgh Press

A Scripps-Howard Newspaper

National Advertising Department
250 Park Avenue, New York, N. Y.

Chicago Atlanta Detroit Los Angeles San Francisco Seattle Portland

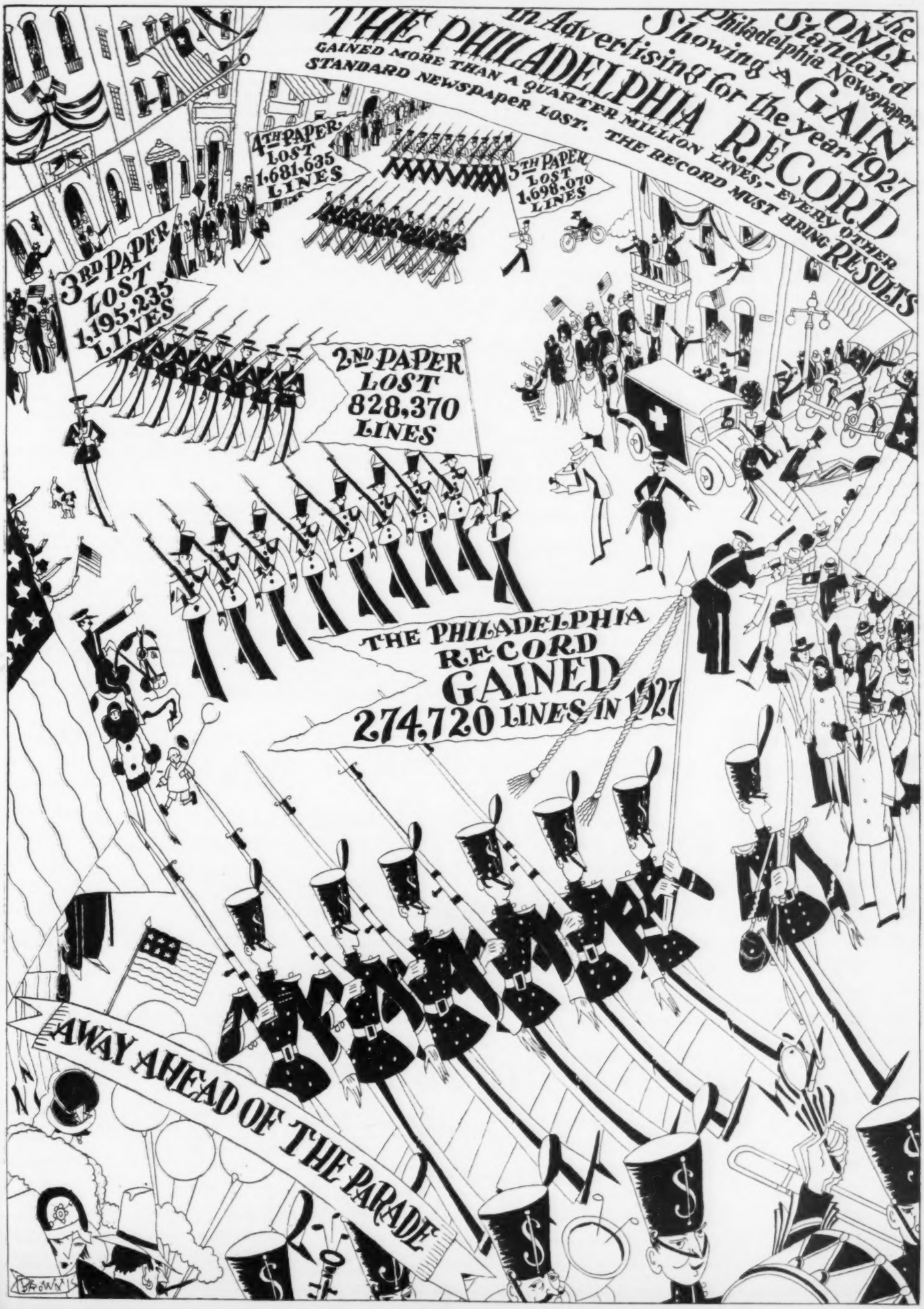
CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

OREGON (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
OREGON CITY... 7,500	Enterprise (m) 2,698	.03	.015	(R) (UP) (†) (J) (126)	Edward E. Brodie	Edward E. Brodie Peter Laurs	Jerome Lynch J. B. Johnson (sp) Jerome Lynch (Su)	Edward E. Brodie B. O. Garrett (bm) C. F. Bollinger (cm)	Frank Short Jesse Anderson (cl)	G. J. Howell
	Sunday edition (S) 2,698	.03	.015							
PENDLETON 8,000	East Oregolan (e) 3,060	.025	.025	(I) (AP) (J) (149-60)	East Oregonian Pub. Co.	E. B. Aldrich	Parker E. Branin F. E. Byers (sp)	F. W. Lampkin J. M. Dunning (cm)	Les. E. Gibbs	Forrest L. Baker
PORTLAND 350,000	Journal of Commerce (m) 2,181	.04	.035	(I) (UP)	Journal of Commerce	Ralph H. Mitchell		Harry G. Haugsten	Harold P. Drake	Fred Oass
	News (e) 48,924	.12	.08	(I) (UP) (mer) (†) (72)	News Pub. Co.	Fred L. Boalt Floyd Fessler	Tom E. Shea Billy Stepp (sp)	C. W. Meyers Harry W. Ely (cm)	D. D. Bellis Paul C. Wicker (n) E. W. Granger (cl)	Guy Hoyt
	Oregon Journal (e) 100,159	.20	.16	(I) (UP,INS,US,CP) (mer) (†) (E) (12)	Philip L. Jackson	B. F. Irvine D. J. Sterling	Arthur Crookham George Bertz (sp) Chas. T. Hoge (Su)	Philip L. Jackson S. R. Winch (bm) David H. Smith (cm)	H. R. Failing Will F. Hessian (n) Ralph Thompson (cl)	
	Sunday edition (S) 126,535	.21	.17							
	Oregonian (m) 105,726	.21	.165	(R) (AP,CT,CP) (mer) (†) (E) (172)	Oregonian Pub. Co.	Edgar B. Piper	H. E. Thomas L. H. Gregory (sp) H. E. Thomas (Su)	O. L. Price W. E. Hartmus (bm) E. P. Hopwood (cm)	W. J. Hofmann C. O. Chatterton (cl)	D. L. Foulkes
	Sunday edition (S) 154,673	.27	.21							
	Telegram (e) 46,753	.14	.105	(R) (AP) (E) (109-51)	C. H. Brockhagen	C. H. Brockhagen Lester Adams	E. L. Cope K. L. Binns (sp)	Will Redhead (bm) Frank Garrison (cm)	Stanley Werkschull J. F. Clement (n) Jas. T. Jordan (cl)	Tom Robinson
ROSEBURG 6,000	News Review (e) 4,200	.035	....	(I) (AP) (J) (126)	B. W. Bates & Bert G. Bates	B. W. Bates	Charles Stanton	B. W. Bates	R. R. Wood (local) M. M. Miller (n)	
SALEM 25,000	Capital Journal (e) 9,289	.045	.04	(I) (AP,UP) (126)	George Putnam	George Putnam Harry N. Crain		George Putnam H. N. Yockey (bm) W. A. Scott (cm)	E. A. Brown	George M. Smith
	Ore. Statesman (m) 5,931	.04	.03	(R) (AP) (J) (60)	R. J. Hendricks	R. J. Hendicks Irl S. McSherry	Ralph C. Curtis V. D. Carlson (sp) Irl S. McSherry (Su)	R. J. Hendricks W. H. Henderson (cm)	Ralph H. Kletzing	George F. Martin
	Sunday edition (S) 6,196	.04	.03							
THE DALLES..... 7,400	Chronicle (e) 2,208	.03	.03	(R) (UP) (J) (126)	Ben R. Litfin	K. L. Hicks Ben R. Litfin	K. L. Hicks George P. Couper (sp)	Ben R. Litfin L. M. Schassen (cm)	H. P. Davey M. Matthews (cl)	W. A. Salisbury

PENNSYLVANIA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALLENTOWN 100,000	Call (m) 33,477x	.11	.11	(I) (AP,CP,US) (†) (J) (E) (164)	Call Pub. Co., Inc.	Percy B. Kuhe Col. C. J. Smith	E. J. McGettigan Joseph McCarron (sp) John Y. Kohl (Su)	P. W. Leisenring R. W. Weiler (cm)	Charles C. Curtis N. Bannerman (cl)	Harry Sherman J. V. F. Ziegler (j)
	Sunday edition (S) 23,978x	.11	.11							
	Chronicle & News (e) 12,186x	.05	.05	(I) (INS,UP,AP) (12)	Chronicle & News Pub. Co., Inc.	John W. Stickle	Eugene T. Quinn David DeLong (sp)	John W. Stickle J. Paul Laros (bm) Edward Fluck (cm)	Arnold H. Frederick Edwyn George (cl)	Walter Heddinger
	Leader (e)	.02	....	(96-161) (INS)	Leader Pub. Co.	George W. Roth				
ALTOONA 66,000	Mirror (e) 29,177x	.08	.046	(I) (UP,CP) (J) (none)	Mirror Ptg. Co.	Harry L. Johnston (me)	Elmer C. Ake H. L. Reifsnyder (sp)	D. N. Slep F. M. Hetrick (cm)	Fred G. Pearce James G. Slep (cl)	D. O. Nelson A. Spencer (j)
	Tribune (m) 15,319x	.06	.035	(R) (AP) (J) (E) (9)	Henry W. Shoemaker	Theodore Arter, Jr. Thomas G. Langdon	Robert D. Price J. F. Brantlinger (sp)	Theodore Arter, Jr. H. C. Brauff (bm) R. E. Dillon	P. H. Crawford H. B. Zabriskie (n) W. C. Gaenzle (cl)	J. H. Thompson A. B. Crane (j)
ASHLAND 6,666	News (e) 2,748	.025	....	(R) (UP) (J) (99)	Kyler Pub. Co.	Nolan Kyler	Kathryn Stief Hubert Strunk (sp)	Nolan Kyler Wm. M. James (cm)	Kenneth Keller	Kenneth Keller
BANGOR 5,402	News (e)	.018	....	(I) (J) (none)	W. R. Grubb Estate	W. E. Grubb				
BEAVER 5,000	Times (e) 5,556	.03	.03	(I-R) (UP) (25)	Daily Times Co., Inc.	George R. Hemphill E. L. Freeland	George R. Hemphill Wilbert Anderson (sp)	E. L. Freeland M. F. McBrier (cm)	Wm. T. Dentzer M. F. McBrier (n)	Robert Nulton
BEAVER FALLS... 22,500	Tribune (e) 7,301	.03	.03	(I-R) (UP) (J) (25)	Tribune Ptg. Co.	James H. March	W. C. Hamilton John Ray (sp)	James H. March John S. McLean (cm)	James H. March	R. N. Johnson (j)
BERWICK 13,168	Enterprise (e) 3,506	.03	....	(I) (UP) (79)	R. L. Harder R. E. Eyerly	R. L. Harder		R. E. Eyerly (bm) C. A. Laubach (cm)	R. E. Eyerly	
BETHLEHEM 65,000	Globe-Times (e) 15,160	.06	.05	(I) (AP,INS) (J) (E) (89)	Globe Pub. Co.	H. B. Farquhar	R. E. Shafer	J. M. Litsch J. G. Williams (cm)	L. C. Atwood W. C. Wannemacher (n) L. C. Horn (cl)	G. P. Moyer E. D. Rice (j)
BLOOMSBURG 7,819	Press (m) 7,848	.045	....	(I) (AP) (J) (99)	Vanderslice & Eyerly	Paul R. Eyerly				
BRADDOCK 20,879	News-Herald (e) 4,150	.025	....	(I-R) (INS) (J) (99)	News Pub. Co., Inc.	Clark W. Kelly (me)				
BRADFORD 17,000	Era (m) 5,196	.035	.035	(R) (AP) (99)	Era Pub. Co.	D. W. Dean	David Rupley Martin Knight (sp)	J. W. Milligan Romayne Hyland (cm)	W. E. Eysinger (local) C. W. Milligan (n)	T. E. Hoskins
	Star & Record (e) 5,112	.014	....	(R) (INS) (none)	R. P. Habgood	R. P. Habgood	Gustine Cable	Grace Marsters Raymond Siff (sp) D. A. Dennison (Su)	R. P. Habgood	
BRISTOL 12,000	Courier (e) 2,256	.03	.03	(R) (INS) (J) (79)	Bristol Ptg. Co.	Serrill D. Detlefson		Serrill D. Detlefson Elizabeth Tolan (cm)	Maxwell J. Gordon Elma E. Haefner (cl)	Harvey Hart (j)
BROWNSVILLE ... 12,000	Telegraph (m) 6,007	....	....	(R) (AP,US) (J) (99)	Henry Baker Reiley	Henry Baker Reiley (me) H. E. McCamie (M) (me) Geo. E. Connell (E) (me)	John Matta (M) Donald McCann (E)	Henry Baker Reiley Robert Bruce (bm) S. M. Burns (cm)	M. F. Desheng W. Catterall (cl)	Howard Brangher E. C. Nickel (j)
	Telegraph (e) 5,970	....	....	(R) (AP) (99)						
	Combined daily (me) 11,977	.04	.032							
BUTLER 30,000	Eagle (e) 13,290	.04	.029	(I) (UP) (none)	Eagle Ptg. Co., Inc.	John Laing Wise	J. Harrison Reed Wm. C. Faust (sp)	B. L. Wise Vernon L. Wise (bm) J. F. Pollock (cm)	Vernon L. Wise	Edward Donnell
CANONSBURG ... 13,000	Notes (e) 2,935	.03	.0225	(I) (INS) (J) (79)	Notes P. & P. Co.	D. H. Fee	C. Carlton	R. C. Potts	R. C. Potts	S. A. Patthson
CARBONDALE 20,000	Leader (e) 5,689	.035	.035	(R) (mer) (J) (†) (99)	J. L. Druck	J. L. Druck G. W. Smithing	W. G. Connaughton Roy D. Lewis (sp)	C. J. Carden Charles Grosenor	F. C. Chapman	Charles Hanenstein Edward Borsuk (j)
CARLISLE 12,000	Sentinel (e) 4,161	.03	.025	(D) (UP) (J) (99)	Sentinel Co.	Allan D. Thompson	Charles H. Rutz	J. Vance Thompson	Lester L. Day	M. R. Gearhart
CHAMBERSBURG, . 15,000	Franklin Repository (e) 4,864	.03	....	(R) (INS) (J) (99)	Wm. McL & J. Nevin Pomeroy		J. Zarger	S. S. Rockefus S. H. Brown (bm)		
	Public Opinion (e) 4,924	.03	....	(I) (AP) (52)	Public Opinion Co.	Ross K. Gilbert	Charles R. Nicklas	Herbert S. Foltz S. A. Small (cm)		Norman Gabler
	Valley Spirit (e)	.018	....	(D) (J) (none)	Valley Spirit Pub. Co.	William Alexander				
CHARLEROI 12,000	Mail (e) 2,802	.03	....	(R) (INS) (J) (99)	Mail Pub. Co., Inc.	L. L. O'Kane	Robert Wiper	H. E. Price	S. A. Robinson	T. C. Dillon (j)
CHESTER 70,000	Times (e) 20,011	.07	.07	(R) (UP,INS) (J) (91)	Charles R. Long	Charles R. Long J. A. F. Glenney	William B. King Joseph Trout (sp)	Charles R. Long H. W. Cullis (cm)	Milton P. Carroll W. P. Houckin (n)	M. Montague John Russell (j)
CLEARFIELD 10,000	Progress (e) 5,651	.035	.016	(I-R) (INS) (J) (99)	Progressive Pub. Co.	G. A. Stewart	C. A. Shaw	C. B. Shugarts (cm)	R. J. Nightingale	A. M. Braund R. L. Miller (j)
COATESVILLE ... 18,000	Record (e) 6,874	.03	....	(R) (AP) (79)	C. H. Heintzelman	C. H. Heintzelman	F. B. Manship W. M. Wood (sp)		R. J. Long	John Hass
COLUMBIA 12,300	News (e) 3,743	.03	.02	(I) (UP) (J) (79)	W. E. Grist	W. E. Grist	R. H. Fulweiler Chas. P. Gable (sp)	W. E. Grist Arthur Groome (cm)	S. S. Grist	I. Hagentogler S. S. Klair (j)


THE PHILADELPHIA RECORD
GAINED MORE THAN A QUARTER MILLION LINES;- EVERY OTHER STANDARD NEWSPAPER LOST. THE RECORD MUST BRING RESULTS
the ONLY Philadelphia Newspaper Showing A GAIN in Advertising for the year 1927
4TH PAPER LOST 1,681,635 LINES
5TH PAPER LOST 1,698,070 LINES
3RD PAPER LOST 1,195,235 LINES
2ND PAPER LOST 828,370 LINES
THE PHILADELPHIA RECORD GAINED 274,720 LINES IN 1927
AWAY AHEAD OF THE PARADE

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

PENNSYLVANIA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CONNELLSVILLE 16,105	Courier (e) 5,746x	.03	.025	(R) (UP) (none)	Courier Co.	John L. Gans	Walter S. Stimmel Jas. M. Driscoll (sp)	James J. Driscoll J. Wylie Driscoll (cm)	J. Wylie Driscoll R. A. Donegan (n)	C. B. McCormick
	News (m) 6,966	.025	.018	(D) (AP) (J) (59)	M. B. Pryce	M. B. Pryce	Joseph Rulli	David S. Trimble (cm)	Joseph Kelly Bertha O'Connor (cl)	R. M. Leiberger (j)
CORRY 8,500	Journal (e) 2,989	.025	.025	(I-D) (UP) (J) (99)	Arthur Colegrove	Arthur Colegrove William Lombard		Arthur Colegrove K. McMahon (bm) T. King (cm)	Hobart Hall	Thomas Burkhardt P. Swanson (j)
DANVILLE 6,952	News (e)	.025	....	(I) (J) (d) (99)	F. P. Angle Reed McCarthy	Reed McCarthy		F. P. Angle		
DONORA 17,000	Herald-American (e) 3,950	.035	.025	(R) (UP) (J) (99)	Will H. Watson Grover W. Boyd	Grover W. Boyd	Merle Fiscus	Will H. Watson Kurt Hageman (cm)	Will H. Watson	Merle Tracy F. P. Feicht (j)
DOYLESTOWN 3,837	Intelligencer (e) 5,565	.03	....	(R) (J) (UP) (INS) 79)	Intelligencer Co.	Geo. S. Hotchkiss				
DU BOIS 15,000	Courier (m) 5,226	....	....	(R) (UP) (J) (99)	Gray Ptg. Co.	W. B. Ross (M) A. E. Hasbrock (E)	F. I. Gilling (M) J. S. Gray (E) M. Bloom (sp)	R. Ross (cm)	L. F. Mohney B. Gray (cl)	H. F. Lehman I. F. Miller (j)
	Express (e) 2,689	....	....	(D) (UP) (99)						
	Combined daily (me) 8,915	.05	.035							
EASTON 79,950	Express (e) 34,526	.10	.10	(I) (AP,UP,INS) (†) (97)	Easton Pub. Co.	J. H. McGrath	J. H. Merrill Charles Reilly (sp)	J. L. Stackhouse (cm) M. F. Fickinger (cm)	A. M. Umholtz J. L. Stackhouse (cl)	R. W. Stevenson
E STROUDSBURG 6,000	Sun (m) 3,600	.025	.02	(R) (AP) (J) (99)	Sun Ptg. Co., Inc.	James H. Eagle		E. B. Hughes (bm) C. Meixell (cm)	E. H. Schoonover	John Kleinle (j)
ELLWOOD CITY 12,000	Ledger (e) 2,900	.03	.03	(R) (INS) (59)	Will C. Kegel	W. F. Kegel Will C. Kegel	W. F. Kegel Charles C. Cox (sp)	Will C. Kegel Richard Barton (cm)	S. C. Fleischer	Harold Burns
ERIE 146,620	Dispatch-Herald (e) 31,012	.08	.06	(I-R) (AP,CP) (mer) (†) (63)	Louis Benjamin	A. J. White	E. J. Dalton Jack Kastner (sp)	C. I. Chamberlain W. O. Strong (bm) N. J. Gingenbach (cm)	C. I. Chamberlain G. E. Magee (n) O. L. Welsch (cl)	P. P. Loesch
	Sunday edition (S) 23,517	.08	.06							
	Times (e) 33,041	.08	.064	(I-R) (UP,INS) (94)	John J. Mead, Sr.	John J. Mead, Jr.	Charles Wells J. C. Martin (sp)	John J. Mead, Jr. J. J. Mead, Sr. (bm) G. E. Lynch (cm)	R. D. Dailey O. L. Van Dusen (n) W. E. Becker (cl)	F. C. Johannessen
FRANKLIN 9,970	News-Herarld (e)	.045	....	(R) (J) (UP) (169)	News-Herald Ptg. Co.	Wm. P. F. Ferguson James B. Borland				
GETTYSBURG 5,255	Times (e) 4,276	.03	....	(I) (AP) (J) (52)	Times & News Pub. Co.	Herbert L. Grimm	Richard Wolff	Herbert L. Grimm Carl Baum (bm) Rhoda Breighner (cm)	Carl Baum Paul Ramer (n)	Russel F. Smiley
GREENSBURG 20,000	Review (m) 5,063	....	....	(R) (AP) (27)	Tribune-Review Pub. Co.	E. Arthur Sweeny	Errol Derby (E) Samuel George (M) R. Hunter (E) (sp) G. Stauter (M) (sp)	Robert B. Herbert William H. Klingensmith (cm)	J. Floyd Kuhns Wm. R. Hohn (cl)	Frank E. Seifert George Berry (j)
	Tribune (e) 6,199	....	....	(R) (UP) (J) (27)						
	Combined daily (me) 11,262	.05	....							
GREENVILLE 9,500	Record-Argus (e) 5,682x	.03	....	(R) (AP) (99)	John L. Morrison		M. A. Blair	James W. P. Hart (bm)	James W. P. Hart	
HANOVER 11,000	Record-Herald (e) 4,986	.025	.018	(I) (INS) (J) (99)	Hanover Ptg. Co.	R. M. Barnitz	Edouard Grenier Alger Clark (sp)	C. H. Varner J. E. Flickinger (bm) Raymond Geisler (bm)	J. E. Flickinger	H. W. Swartzbaugh
	Sun (e) 10,870	.045	.021	(I) (AP) (J) (89)	Sun Co.	C. H. Meredith H. B. Hostetter	T. Y. Cooper Edward Wallace (sp)	C. H. Meredith (bm) L. A. Carabaugh (cm)	Joseph Tingling	James H. Dillow
HARRISBURG 85,000	News (e) 54,104	....	....	(I-D) (UP,INS) (†) (E) (97)	Patriot Co., Vance C. McCormick, Pres.	Dean Hoffman V. H. Berghaus, Jr (E) Carl Sprout (M)	Linn Lightner (E) Norman Eberly (m) C. Williams (E) (sp) W. Eberle (M) (sp)	R. M. H. Wharton, V. P. V. H. Brackenridge (bm) H. E. Funk (cm)	Homer E. Moyer	Elliott Wharton
	Patriot (m) 20,928	....	....	(I-D) (AP,US,NYW) (97)						
	Combined daily (me) 75,032	.16	.14							
	Telegraph (e) 44,808	.11	.105	(I-R) (AP,CP) (†) (J) (E) (164)	Telegraph Ptg. Co.	E. J. Stackpole, Pres. Gus M. Stinemetz Bion C. Welker (me)	Paul R. Walker W. G. Jones (sp)	A. R. Michener Robert C. Gohl (cm)	A. P. Davies N. S. Rounsley (n) Harry Stone (cl)	H. A. Fry W. R. Naugle (j)
HAZLETON 53,000	Plain Speaker (e) 10,455	....	....							
	Standard-Sentinel (m) 10,230	....	....	(I) (AP) (79)	J. R. Derschuck & Henry Walser			J. R. Deschuck & Henry Walser		
	Combined daily (me) 20,685	.07	....							
HOMESTEAD 45,000	Messenger (e) 4,700	.035	.025	(I-R) (J) (none)	Messenger Pub. Co.	Charles W. Kramer Bert F. Kline	Charles R. Kramer Stanley Bergan (sp)	H. P. Wiggins Harry Feath (cm)	H. P. Wiggins, Jr. F. W. Owston (cl)	Samuel Broadus
HUNTINGDON 10,050	News (e) 4,350	.035	.02	(R) (INS) (J) (39)	Joseph F. Biddle	Joseph F. Biddle E. Blair Shore	John H. Biddis	Joseph F. Biddle Ira H. Gardner (cl)	Thomas A. Rowan Amelia E. Rowan (cl)	
INDIANA 7,043	Gazette (e) 7,500	.032	....	(R) (99)	Indiana P. & P. Co.	R. H. Rey F. M. Smith				
JEANNETTE 17,000	News-Dispatch (e) 3,875	.035	.035	(R) (UP) (J) (169)	C. M. Bomberger	C. M. Bomberger George H. Scruton	George H. Scruton Edgar Henry (sp)	C. M. Bomberger Geo. H. Scruton (cm)	Henry McNally Wm. J. Snedden (cl)	N. C. Griffith
JERSEY SHORE 6,103	Herald (e)	.025	....	(I) (J) (39) (INS)	Dr. L. M. Goodman	Joseph Sumner				
JOHNSTOWN 100,000	Democrat (m) 20,714	.06	.036	(D) (AP) (J) (12)	Democrat Co., Inc.	Warren Worth Bailey	J. A. Blough Geo. O. Simon (sp)	F. J. Studeny A. F. Pforr (cm)	W. R. Suppes H. H. Thomas (n) E. C. Sanderson (cl)	P. F. Adams F. J. McMullen (j)
	Tribune (e) 32,754	.09	....	(R) (UP) (25)	Walter W. Krebs	Walter W. Krebs J. C. Murphy (me)	L. B. Ashcom G. S. Cooper (sp)	W. A. G. Lape (bm) John D. Walker (cm)	J. Wilbur Werry	W. G. Barnes
KANE 7,283	Republican (e)	.025	....	(R) (J) (99) (INS)	Republican Co.	G. Scott Smith				
KITTANNING 8,000	Simpson's Leader-Times (e) 6,192x	.03	.022	(I) (UP) (89)	Simpson's Pub. Co.	Roland B. Simpson	Roland B. Simpson	Roland B. Simpson F. M. Shubert (bm)	Frank M. Shubert Lula B. Van Dyke (cl)	M. B. Lasher
LANCASTER 60,000	Intelligencer (e) 16,303	....	....							
	News-Journal (m) 14,910	....	....	(D) (AP,INS) (J) (164-45)	John F. Steinman	J. H. Steinman (E) J. F. Steinman (M) A. E. McCullough (E) (me) W. L. Robinson (M) (me)	J. Thomas Barber (E) Marion L. Dietz (M) C. N. Netscher (E) (sp) Melvin P. Martin (M) (sp) John H. Carter (Su)	John F. Steinman I. Z. Buckwalter (bm) J. H. J. Kuntz (cm)	Louis G. Shenk Henry C. Carpenter (n) C. R. McCullough (cl)	M. L. Detweiler John W. Rollman (j)
	Combined daily (me) 31,213	.09	....	(I) (AP) (J) (164-45)	J. H. Steinman					
	Sunday edition (S)	.09	....							
	New Era (e) 24,193	.08	....	(R) (AP,UP) (mer) (†) (17)	New Era Pub. Corp.	O. J. Keller Elmer Curry, asso.ed.	Earl Weaverling John Swank (sp)	A. W. Harnish, secy. Murray C. Beck (cm)	E. H. Levan Charles Dorsey (cl)	Harry Cresbaugh
LANSFORD 10,225	Record (e) 3,212	.025	.018	(R) (AP) (J) (99)	D. G. Watkins	D. G. Watkins	Victor Dougherty Russell Thomas (sp)	D. G. Watkins (bm) Russell Thomas (cm)		William Gormley
LATROBE 12,000	Bulletin (e) 5,145	.03	....	(I-R) (UP) (J) (169)	Latrobe P. & P. Co.	Thomas M. Whiteman	Robert S. McConnell	H. J. Whiteman		R. W. Stouffer (j)
LEBANON 26,163	News-Times (e) 10,517	.05	....	(R) (AP) (J) (164)	News Pub. Co.	Henry L. Wilder	Henry L. Wilder L. Hoy (sp)	John K. R. Schropp H. H. Heffley (cm)	John K. R. Schropp Kathryn Royer (cl)	A. D. Henry S. Donald Evans (j)
	Report (e) 4,515	.02	.02	(I) (INS) (J) (52)	William R. Mark	William R. Mark	Mary Frazier Leroy Albert (sp)	Wm. R. Mark (bm) Samuel Wolf (cm)	William L. Brunner	Morris Fisher S. H. Melly (j)
LEHIGHTON 7,000	Leader (e) 2,010	.02	.02	(I) (INS) (J) (169)	Guy V. Morthimer	Guy V. Mortaimer			William W. Rothermel	Frank P. Heilman Les G. Carpenter (j)
LEWISTOWN 13,000	Sentinel (e) 6,840	.025	....	(I) (INS) (J) (none)	Sentinel Co., Inc.	Meredith Meyers	J. Martin Stroup Richard Ruble (sp)	Walter Fosnot D. W. Notestine (cm)	Matthew MacCallum Helen Sides (cl)	Everett C. Mundy J. Edgar Thompson (j)

Reading Pa. Times, 1927, Ranks Second Among All 6-Day Newspapers in America

The Reading Times' increase of 1,505,065 lines 1927 over 1926, was excelled only by one other six-day paper—the Houston Press, evening, and among all newspapers, was excelled only by Denver News, morning, evening and Sunday and Omaha Bee-News, morning, evening and Sunday.

This 1927 record is especially remarkable on top of the gains in 1926 over 1925 when the Reading Times beat every other 6-day paper, morning or evening, and with only one exception, beat every 7-day paper.

Authority: New York Evening Post Statistical Department checking of 131 papers in New York, Chicago, Philadelphia, Detroit, Cleveland, St. Louis, Boston, Baltimore, Los Angeles, Buffalo, San Francisco, Milwaukee, Washington, Cincinnati, New Orleans, Minneapolis, Seattle, Indianapolis, Denver, Providence, Columbus, Louisville, St. Paul, Oakland, Omaha, Birmingham, Richmond, Dayton, Houston and Des Moines.

The Change in Reading Newspaper Situation is a Four-Year Fact

The significance to national advertisers and agencies of the Reading Times' four-year advertising and circulation gains is in the *proof* that the Times has *earned* and *secured* sustained recognition.

Detailed comparisons available for the asking

The Reading Times

A. B. C. Member **Reading, Pa.** Line Rate 9¢ Flat

National Representatives

E. Katz Special Advertising Agency

New York Detroit Kansas City
Chicago Atlanta San Francisco

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

PENNSYLVANIA (Cont'd)

City / Population	Name of Newspaper / Circulation	Minimum Adv. Line Rate: Nat.	Minimum Adv. Line Rate: Local	Key See Note on Page 18	Publisher	Editor / Managing Editor	City Editor / Sports Editor / Sunday Editor	General Manager / Bus. Manager / Circulation Man.	Adv. Manager / Natl. Adv. Man. / Classified Man.	Mech. Supt. / Job Supt.
LOCK HAVEN 9,000	Express (e) 3,340	.025	....	(I) (AP) (J) (none)	Express Ptg. Co.	F. D. O'Reilly	C. E. Oberheim F. D. O'Reilly (sp)	W. A. Kinsloe Clyde Yoxheimer (cm)	W. A. Kinsloe	F. S. Painter W. A. Kinsloe (j)
McKEESPORT 54,000	News (e) 16,140	.06	.036	(I-R) (UP) (†) (99)	News Pub. Co.	Jess E. Long		Jess E. Long		
MAHANOY CITY 17,000	Record-American (e) 6,482	.04	....	(R) (UP) (J) (99)	American-Tribune Pub. Co., Inc.	J. H. Kirchner	James Carrick Russell Green (sp)	David B. Davies (bm)	David B. Davies	Carl Brandaur Olin Phillips (j)
MAUCH CHUNK 8,000	Times-News (e) 4,025	.03	.025	(I) (INS) (J) (99)	James J. Boyle	James J. Boyle				Charles J. Zanders William Conway (j)
MEADVILLE 16,000	Tribune-Republican (m) 5,807x Republican (e) 2,207x Combined daily (me) 8,014x	....	....	(R) (AP) (J) (89)	Tribune Pub. Co.	W. I. Bates		E. H. Sackett (bm) C. B. Menold (cm)		
MECHANICSBURG 5,000	Local News (e) 1,150	.029	....	(I) (J) (4)	J. A. Bushman Co., Inc.	W. H. Wilson				
MIDDLETOWN 6,500	Journal (e) 1,454	.01	....	(R) (J) (none)	H. B. Fox	H. B. Fox E. Campbell	C. R. Bausman	H. B. Fox E. Campbell (cm)		J. Henry Fox
MILTON 9,330	Standard (e) 4,001	.03	.02	(I) (J) (99)	Standard Ptg. Co.	Penn G. Hastings Fred G. Hastings		E. H. Follmer (cm)		Wilbur Manger (j)
MONESSEN 24,200	Independent (e) 3,005	.017	....	(R) (J) (none)	H. R. Pore	H. R. Pore				
MONONGAHELA 11,000	Republican (e) 2,360	.025	.021	(R) (INS) (J) (99)	Monongahela Pub. Co.	Lloyd E. Flint	Floyd France		L. C. Healey	H. T. Zimmer (j)
MOUNT CARMEL 20,000	Item (e) 4,361x	.035	.035	(I) (UP) (†) (J) (123)	Mt. Carmel Item, Inc.	W. Penn Kemble	John L. Latshaw	W. Penn Kemble John Foley (cm)	Stephen A. Milo Lydia Kemble (cl)	R. J. Howells H. L. Anthony (j)
	News (e) 4,125	.025	.025	(I) (INS) (J) (99)	News Pub. Co., Inc.	W. J. Kehoe	W. T. Weldon Bob McSurdy (sp)	W. J. Kehoe A. O'Brien (cm)	W. J. Burke Blanche Parker (cl)	John Hey
NEW BRIGHTON 10,000	Beaver Valley News (e) 1,250	.014	....	(R) (INS) (4)	F. S. Reader & Son	W. S. Reader	W. S. Reader John Madory (sp)	F. S. Reader & Son	R. W. Reader	F. E. Calder
NEW CASTLE 54,000	News (e) 16,688x	.06	....	(R) (INS) (99)	News Co.	Fred L. Rentz	George W. Conway Edw. H. Fritz (sp)	Jacob F. Rentz		
NEW KENSINGTON 17,000	Dispatch (e) 5,433	.03	.025	(R) (UP) (J) (9)	Dispatch Pub. Co., Inc.	M. P. Endean	Lester Lowman J. A. Smith, Jr. (sp)	Ed. R. Peay R. J. Barron (cm)	John T. Endean Mrs. G. A. Wolfe (cl)	P. F. Powell Peter Schmitt (j)
NORRISTOWN 39,000	Register (e) 4,121	.035	.025	(R) (J) (99)	I. Powell Thomas	Earl R. Roth Edwin L. Paxson	Edwin L. Paxson Joseph Harper (sp)	Earl R. Roth P. Quinn Roth (cm)	Harry C. Harbison Robert Gates (cl)	John Templin John Hanna (j)
	Times-Herald (e) 12,913	.06	.04	(R) (INS) (J) (17)	Ralph Beaver Strassburger	Frederick S. Fox Walter A. Wilson	Walter A. Wilson Wilmer D. Cressman (sp)	John C. Dye (bm) R. E. Stickler (cm)	Gordon H. Kite	
OIL CITY 25,000	Blizzard (e) 4,426	.03	....	(I) (INS) (J) (99)	Blizzard Pub. Co., Inc.	Samuel M. Rosenthal		Samuel M. Rosenthal C. F. Halderman (bm) C. C. Burns (cm)		
	Derrick (m) 7,507x	.04	.03	(R) (AP,US) (J) (91)	Derrick Pub. Co.	Robert E. Egan George Turnbull	Cecil Johnson Cyril King (sp)	Frank T. Laniger Neil McBride (bm) Louis Lauer (cm)	Roy Brower	Joseph S. Nelson
PHILADELPHIA 2,077,475	Bulletin (e) 548,952	.65	....	(I-R) (AP) (INS) (172)	William L. McLean	Fred Fuller Shedd William B. Craig	Charles Israel	William Simpson R. L. McLean (cm)	William Simpson	Frank Smith
	Inquirer (m) 291,727 Sunday edition (S) 490,375 News (e) 136,876	.50 .70 .30	.50 .70 .21	(I-R) (AP,NYHT) (*S) (E) (159-187-84) (R) (UP,INS) (†) (158)	Col. James Elverson, Jr. Lee Ellmaker	Charles H. Heustis John T. Custis Theo. Von Ziekursch	R. C. Morehead S. O. Grawley (sp) H. B. Nason (Su) J. F. Keen	Col. James Elverson, Jr. E. I. Bacon (bm) John L. Young (cm) Lee Ellmaker J. J. Lee (cm)	E. I. Bacon F. C. Erbele (cl) T. J. Young	G. O. Roe William Seltzer
	Public Ledger (m) 105,986 Sunday edition (S) 469,838 Evening Public Ledger (e) 216,733 Combined daily (me) 322,719	.40 .70 .40 .60	....	(I) (AP) (*S) (†) (J) (E) (28-167-142-157-46-15)	Curtis-Martin Newspapers, Inc.	Samuel S. Schwab (M) (me) Harry B. Nason, Jr. (E) (me)	Chas. N. Kapnie (M) J. J. McLaughlin (E) Jos. McGlynn (sp) Charles W. Duke (Su)	John C. Martin Chas. A. Tyler, Asst. G. M. J. M. Annenberg (cm)	I. R. Parsons, Adv. Dir. B. H. Gordon (n) F. L. Crafft (cl)	Jos. Clapham
	Record (m) 130,250 Sunday edition (S) 120,689	.35 .30	.20 .19	(I) (AP) (mer) (164)	Rowe Stewart	M. F. Ferguson Gordon B. Cilley	Thomas P. O'Neill Gordon Mackay (sp)	Rowe Stewart John J. Abbott (cm)	W. H. H. Neville R. J. Knight (cl)	A. J. Elsing
	Illustrated Sun (m) 96,164	.20	....	(I) (AP) (†) (J) (E) (28-167-142-157-46-15)	Curtis Martin Newspapers, Inc.	H. B. Nason, Jr. (me)	Robert Clark Jos. McGlynn (sp)	John C. Martin Chas. A. Tyler, Asst. G. M. J. M. Annenberg (cm)	I. R. Parsons, Adv. Dir. B. J. Gordon (n) F. L. Crafft (cl)	Jos. Clapham
	Sunday Item (S) 39,570	.13	....	(R) (INS) (none)	James J. Wray	James J. Wray	Carl Lorane Nat Franks (sp)	James J. Wray D. F. Sullivan (cm)	James J. Wray William Kerigan (cl)	William Lewis
	Sunday Transcript (S) 63,912	.125	....	(I) (none)	Clement H. Congdon	C. H. Congdon				
PHILIPSBURG 3,900	Journal (e) 2,200	.017	....	(I) (INS) (J) (none)	W. T. Bair	W. T. Bair	John B. Rumberger	W. T. Bair		Joyce E. Bair
PHOENIXVILLE 11,645	Republican (e) 4,280	.03	.02	(R) (AP) (J) (79)	Phoenixville Pub. Co.	E. J. Breece	E. J. Breece J. H. A. Kelly (sp)	E. J. Breece A. S. Eckert (cm)	E. J. Breece	William Baker E. J. Breece (j)
PITTSBURGH 637,000	Post-Gazette (m) 230,397	.36	.24	(R) (AP,UP,CP,CT,NYT,NYW) (†) (17)	Post-Gazette Pub. Co.	Oliver J. Keller W. U. Christman	Ray Spriggle Regis Welch (sp)	O. J. Keller F. L. McShane (bm) Ray Foudray (cm)	J. E. Trower A. W. Hecker (cl)	Ross Hawk

Note: Circulation figures for period Aug. 1—Sept. 30, 1927, following consolidation of Post and Gazette-Times; Advertising rate on national contracts will be 40 cents per agate line flat after March 1, 1928.

	Press (e) 198,841 Sunday edition (S) 281,757	.37 .40	.35	(I) (UP) (E) (3)	Press Pub. Co. H. C. Milholland, Pres.	J. Y. Chidester Charles F. Gilmore	William A. White Ralph Davis V. D. Sweeney (Su)	Owen M. Phillips Walter L. Test (cm)	H. C. Milholland C. A. Mewborn (n) Geo. S. Foster (cl)	C. H. Howell
	Sun-Telegraph (e) 180,863 Sunday edition (S) 324,092	.36 .45	.30	(I) (AP,INS,US) (E) (17)	H. M. Bitner	H. M. Bitner C. W. Danziger	S. E. Kennedy Harry Keck (sp) S. Weinsebenk (Su)	T. R. Williams (bm) V. Snyder (cm)	H. Rosenbaum Urban E. Dice (n) W. J. Griffith (cl)	Jos. Dunn

Note: Circulation figures for period Aug. 1—Sept. 30, 1927, following consolidation of Sun and Chronicle-Telegraph.

PITTSTON 65,000	Gazette (e) 5,200	.035	....	(R) (J) (79)	William J. Peck	William J. Peck				
POTTSTOWN 20,000	News (m) 8,566	.045	....	(I) (79)	News Pub. Co.	J. Ernest Spare	R. C. Kelley Leonard Moser (sp)	W. L. Binder H. B. Hallman (cm)	John T. Wagner H. W. Feather (n)	C. H. Stetler
POTTSVILLE 25,000	Journal (e) 10,463	.03	....	(R) (J) (124-163)	H. I. Silliman	H. I. Silliman	David Yocum Walter Farquhar (sp)	H. G. Rhoads Evan Miller (cm)	William H. Ent Marie H. Shoulin (cl)	William Smith Robert C. Shearer
	Morning Paper (m) 2,145x Republican (e) 12,964x Combined daily (me) 15,109x	.... .07	.... .06	(R) (AP) (J) (79)	J. H. Zerbey	J. H. Zerbey	H. C. Hoffman	E. L. Clifford J. H. Zerbey, Jr. (cm)	E. L. Clifford	E. L. Clifford

Does your schedule include

The SCRANTON REPUBLICAN

Scranton is Pennsylvania's Third Largest City — 150,000 Population — City and Suburban Estimate 500,000 — The Metropolis City of Northeastern Pennsylvania

You cannot afford to overlook

The SCRANTON REPUBLICAN

The largest Morning Daily circulation in Pennsylvania outside of Philadelphia and Pittsburgh

Analyze The Scranton Republican's great coverage in Scranton's buying area and you will find that most of it is concentrated in the city and suburban districts of greatest purchasing power, not overlooking the mass-class sections which are responsive buyers

The Scranton Republican has made rapid strides in circulation growth in the past three years and advertisers have learned to expect and get results from Scranton's fastest growing newspaper.

DAILY NET PAID CIRCULATION 38,503

"In the Automobile Show issues just published the Republican carried more Automobile advertising than any other Scranton paper, leading its nearest competitor by over 10%."

Foreign Advertising Representatives

PAUL BLOCK, Inc.

Park-Lexington Building, 247 Park Ave., New York

Chicago Detroit Philadelphia Boston San Francisco

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

PENNSYLVANIA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
PUNXSUTAWNEY 11,021	Spirit (e)	.03	....	(R) (J) (INS) (none)	Spirit Pub. Co.	W. O. Smith				
READING 115,000	Eagle (e) 40,129	.10	.08	(I) (AP) (J) (E) (183)	Eagle Co.	A. N. Burkholder R. M. Zeller	B. A. Fryer W. T. Reedy (sp) T. R. Hughes (Su)	Hawley Quier D. K. Hoch (cm)	W. E. Althouse Earl Scheirer (cl)	H. P. Yost B. B. Mortimer (j)
	Sunday edition (S) 28,776	.10	....							
	Times (m) 31,429	.09	.07	(I) (AP) (†) (E) (94)	John H. Perry	Abe Hurwitz	H. C. Kohler Shandy Hill (sp)	I. J. Hornstein Edmund Levan (cm)	C. W. Johnston Hilton L. Epp (cl)	H. T. Sterrett
RENOVO 5,877	Record (e)	.014	....	(INS) (J) (d) (none)	John U. Shaffer	John U. Shaffer				
RIDGWAY 6,037	Record (e) 2,637	.025	.011	(R (INS) (J) (99)	A. T. Thompson, Jr.	A. T. Thompson, Jr.	A. T. Thompson, Jr.	A. T. Thompson, Jr.	W. B. Wagner	E. Sullivan Milford Helms (j)
ST. MARY'S 7,285	Press (e) 1,445	.018	....	(I) (UP) (J) (99)	J. A. Dippold	H. T. O'Brien	H. T. O'Brien	J. A. Dippold Mrs. J. A. Dippold (cm)	J. A. Dippold	Paul Dippold George Wegmer (j)
SAYRE 10,800	Times (e) 5,041	.035	.018	(I) (UP) (99)	Sayre Ptg. Co.	Frank H. Cook (me)	R. C. Hascall	Frank H. Cook	Frank H. Cook	
SCRANTON 150,000	Republican (m) 38,503x	.11	....	(R) (AP) (E) (17)	L. A. Watres	J. E. Barrett R. H. Fetridge	Edward Kelly (sp)	L. B. Tyler C. T. Buck (cm)	M. J. Weir R. H. Martin (cl)	B. W. Broadbent
	Scrantonian (s) 39,384x	.09	....	(R) (INS,US) (79)	Scrantonian Pub. Co.	E. Tracy Sweet	Alex Thompson Samuel Feldman (sp)	M. L. Goodman Morris Goodman (cm)	Richard Little H. Bassoff (cl)	George Aten
	Sun (e) 14,872	.05	....	(I-R) (UP) (12)	W. J. Pattison	Mark K. Edgar	J. J. Schantz William East (sp)	W. J. Pattison W. H. Ward (cm)	T. J. Duffy	
	Times (e) 43,679x	.12	.08	(D) (AP,INS) (†) (105)	Edward J. Lynett	Edward J. Lynett Thos. Murphy, Asso. Ed, John D. Keaton (me)	A. J. O'Malley A. H. Gill (sp)	J. E. Bradley E. J. Cullen (cm)	J. W. Flanagan	
SHAMOKIN 41,000	Dispatch (e) 5,010x	.035	.03	(I) (INS) (52)	Leader Pub. Co.		Howard O. Siglin Robert V. Moser (sp)	Clyde F. Keiner (bm) Harry A. Long (cm)	Thomas A. Cook	C. E. Simmendinger
	Herald (e)	.014	....	(I-R) (J) (d) (none)	J. Irvin Steel	J. Irvin Steel				
	News (e) 4,264x	.025	....	(I) (J) (AP) (123)	J. F. Hoover	J. F. Hoover		H. S. Hartman (cm)		
SHARON 30,000	Herald (e) 7,752	.036	.021	(I-R) (INS) (J) (99)	Herald Pub. Co.	W. B. Ramsay	R. S. Lyman	A. W. McDowell J. B. Furey (cm)	Paul H. Achre George Rose (cl)	J. S. Pharmer (j)
	News-Telegraph (e) 8,823	.035	.025	(I-R) (UP) (9)	News-Telegraph Co.	Joseph George Will Aiken	Charles Allen R. Cooper (sp)	C. B. Larta (bm) George Manning (cm)	R. S. Arthur Margaret Hunter (cl)	M. T. Alderman
SHENANDOAH 25,000	Herald (e) 6,528	.05	.035	(R) (UP) (J) (99)	Herald Ptg. Co.	C. T. Straughn	Charles Earley James Smith (sp)	B. F. Parrott (bm)	B. F. Parrott	Jacob Hohn George Hostetter (j)
STROUDSBURG 10,000	Record & Times-Democrat (e) 4,217	.045	.045	(I) (INS) (J) (79)	Monroe Pub. Co.	Colley S. Baker Nelson A. Frantz	Arthur F. Everitt	Nelson A. Frantz Hilda D. Shiffer (cm)	Nelson A. Frantz Vivian Frederick (n) Irene C. Milller (cl)	Norman O. Bender
SUNBURY 18,000	Daily (e) 5,615	.035	.025	(I) (AP) (†) (J) (99)	Daily Pub. Co.	Wm. F. Eichholtz Samuel C. Price	Laverne Roberts R. C. Thurston (sp)	Lewis Dewart Roy H. Eisley (cm)	J. S. McCombs Delia A. Arthur (cl)	J. O. Lawrence
	Item (e) 6,245	.035	.021	(R) (UP) (J) (79)	Charles S. Farra	F. G. Burrows Harry H. Haddon	Harry H. Haddon Fred J. Byrod, Jr. (sp)	Charles S. Farra G. T. McCorkill (cm)	Fred J. Byrod, Sr. B. A. Beck (n) Cathryn Geist (cl)	Walter Weader I. A. Shumaker (j)
SUSQUEHANNA 6,000	Transcript (e) 1,212	.02	.02	(IR) (J) (169)	U. G. Baker	U. G. Baker	U. G. Baker Paul S. Baker (sp)	U. G. Baker	U. G. Baker	U. G. Baker
TAMAQUA 15,500	Courier (e) 4,563	.035	.035	(R) (UP) (J) (99)	John M. Harris Robert H. Harris	John M. Harris	William E. Kleckner R. M. Meredith (sp)	Robert H. Harris Allen E. Stewart (cm)	Edward M. Hirsh Mary Wasson (cl)	Harry Albright William Frank Miller (j)
TARENTUM 10,144	Valley Daily News (e) 5,270	.035	....	(R) (UP) (INS) (J) (99)	News Ptg. Co.	George D. Stuart Charles P. Howe	George D. Stuart C. B. Schwartz (sp)	Charles P. Howe Hilda Larson (cm)	George P. Schmitt Mrs. Laura Evans (cl)	Warren A. Hawthorne
TITUSVILLE 9,000	Herald (m) 4,987x	.035	....	(R) (AP) (J) (169)	E. T. Stevenson	E. T. Stevenson E. W. McNall	E. W. McNall R. J. McCollum (sp)	E. T. Stevenson L. McK. Whiting (cm)		Albin Benson (j)
TOWANDA 5,000	Review (m) 5,657	.04	.025	(I-R) (AP) (J) (79)	Towanda Ptg. Co.	D. M. Turner	S. M. Clark A. L. Merrell (sp)	D. M. Turner T. J. Finn (bm)	T. J. Finn	E. A. Parsons H. F. Shayler (j)
TYRONE 10,000	Herald (e) 2,880	.025	.025	(R) (UP) (J) (99)	Herald Co., Inc.	B. C. Jones	R. T. Bayard	T. C. Smith		
UNIONTOWN 16,000	News-Standard (e) 6,946	.025	.02	(D) (UP) (J) (99)	John O'Donnell	John O'Donnell O'Neal Kennedy		Dan O. Little (bm) T. B. Hunt (cm)	Charles Levin	Frank O'Neal
	Genius (e) 8,731	....	....							
	Herald (m) 19,357	....	....	(R) (J) (AP,INS) (none)	Fayette Pub. Co.	J. Fred Shean		C. D. Harader		
	Combined daily (me) 19,088	.03	....							
VANDERGRIFT 15,000	News (e) New daily	.03	.022	(R) (INS) (99)	Robert E. Slough	Joseph Brieg Joseph McK. Brieg	Joseph McK. Brieg	Robert E. Slough A. P. George (cm)	James Wolford	A. Thomas
WARREN 15,350	Mirror (m) 5,066	....	....	(R) (AP) (99)	Times Pub. Co.	F. L. Hoskins (M) Paul Riston (E) S. E. Walker (me)	K. J. Knoll (M) R. O. Walker (E) K. J. Knoll (M) (sp) N. Geracimos (E) (sp)	S. E. Walker W. A. Walker (bm) W. E. German (M) (cm) C. S. Kirscharts (E) (cm)	J. Knoll C. Peterson (cl)	F. J. Masterson
	Times (e) 5,720	....	....	(D) (AP) (99)						
	Combined daily (me) 10,786	.05	.04							
	Tribune (e) 5,143	.025	.016	(R) (INS) (UP) (59)	Tribune Co.	Frank R. Ford	H. L. Schultheis W. L. Foley (sp)	Frank R. Ford J. R. Van Cleve (bm) H. K. Bruner (cm)	Mrs. Ruth Allen J. R. Van Cleve (n)	Louis F. Fehlman
WASHINGTON 26,000	Observer (m) 11,267	....	....	(I-R) (AP,UP) (J) (25)	John L. Stewart	John L. Stewart Lem Day (M) (me) M. H. Day (E) (me)	J. C. Day (M) (sp) L. R. Stewart (E) (sp)	H. L. Christman (bm) W. P. Wilson (cm)	Howard L. Christman	F. B. Gaul
	Reporter (e) 6,422	....	....							
	Combined daily (me) 17,689	.06	.04							
WAYNESBORO 10,627	Press (e) 1,359	.015	....	(I) (J) (INS) (131-5-4)	Walter T. Todd John H. Zink	Walter T. Todd				
	Record-Herald (e) 3,578	.03	.03	(I-R) (UP) (J) (99)	Floyd Chalfant	Floyd Chalfant W. Harry Gordon	Charles L. Albert	Floyd Chalfant A. S. Etter (cm)	Gerald F. Blessing L. K. Harbaugh (cl)	Charles A. Waynant
WEST CHESTER 13,000	Local News (e) 11,882	.04	.03	(I) (UP) (89)	Daily Local News Co.	E. L. McKinstry	E. L. McKinstry	L. H. Shields J. B. Taylor (cm)	C. E. Stoneback	W. A. Clark
WILKES-BARRE 93,644	News (e) 14,822	.035	.03	(R) (INS) (124-163)	John A. Hourigan	John J. McSweeney	Wm. B. Loftus (sp)	J. Waselewski (cm)	James F. McKeown	
	Record (m) 26,832	.07	....	(R) (AP) (12)	Record Co.	Eugene T. Giering J. Andrew Boyd	R. W. Johnson Joseph Walsh (sp)	Guy W. Moore Jos. G. Upton (cm)	H. L. Campbell	Frank Jacobs
	Sunday Independent (S) 17,759	.06	.04	(I) (UP) (79)	Independent Co.	Thomas F. Heffernan John V. Heffernan	Thos. E. Heffernan	Thomas F. Heffernan G. P. Heffernan (bm)	George P. Heffernan	Jos. H. Runock
	Times-Leader (e) 27,595	.07	.07	(I) (AP) (†) (J) (164)	Ernest G. Smith	W. E. Woodruff Joseph T. Murphy	William Dougherty F. X. Welsh (sp)	Ernest G. Smith Hugh Jones (bm) P. A. Golden (cm)	James F. Crowley Bessie Lenahan (n) C. W. Knerr (cl)	E. W. Prophet Arnott L. Jones (j)
WILLIAMSPORT 45,000	Gazette & Bulletin (m) 9,209	....	....	(I) (AP) (119)	George E. Graff	John E. Person E. Schuyler (M) (me) Edmund F. Wolf (E) (me)	Norman Gage (M) Howard E. Ade (E) J. Mark Good (sp)	George E. Graff Ernest M. Case (bm) David G. Stark (cm)	Harry C. Hagen Ernest M. Case (n) Leo C. Barland (cl)	Samuel Gerstenlauer
	Sun (e) 20,388	....	....							
	Combined daily (me) 29,597	.09	....							
YORK 57,000	Dispatch (e) 20,202	.06	....	(I) (AP) (J) (12)	Dispatch Pub. Co.	E. B. Williamson		H. W. Young H. F. Eyster (bm) Charles Blasser (cm)	Ralph Stagemyer Ralph Gladfelter (cl)	D. P. Young H. F. Owen (j)
	Gazette & Daily (m) 20,143	.07	....	(I-D) (AP) (J) (89)	J. W. Gitt	J. W. Gitt T. B. Elsesser	J. W. Good A. C. Owens (sp)	J. W. Gitt F. E. Kain (cm)	G. A. Deitz J. H. Coffman (cl)	H. A. Morris George E. Thomas (j)

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

RHODE ISLAND

City Population	Name of Newspaper	Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
NEWPORT 30,000	Herald (m)	4,011	.019	....	(AP) (4)	Herald Co.	L. K. Carr				
	News (e)	6,488	.03	.026	(I) (AP) (121)	T. T. Pitman Corp.	Edward A. Sherman Benj. F. Thurston	Fred M. Hammett	Edward A. Sherman F. I. Greene (bm) C. O. Gustafson (cm)	Francis I. Greene	
PAWTUCKET 88,422	Times (e)	28,392	.08	.07	(R) (AP,UP) (72)	Charles O. Black	Daniel Lawlor J. Harold Mogolever	Joseph Costello Clarence Boston (sp)	Charles O. Black Alex. Fraser (bm) S. T. Black (cm)	Alexander Fraser Milton P. Black (cl)	
PROVIDENCE 244,200	Bulletin (e)	72,254	.20	....	(I) (AP,CP) (*Su) (mer) (†) (E) (63-15)	Providence Journal Co.	Sevellon Brown (me) Geo. Carpenter (m) David Patten (e)	Delmar A. Milne (m) Eugene Norton (e) John Hess (sp) Walter Ball (Su)	Allison Stone	Arthur L. Poorman	Frank F. Shaw
	Journal (m)	41,766	.12	....							
	Combined daily (me)	114,020	.27	....							
	Sunday Journal (S)	74,684	.20	....							
	News (e)	28,052	.08	.07	(D) (AP) (mer) (†) (144)	Hope Pub. Co.	John J. O'Flanagan	Edward Fitzgerald Arthur Markey (sp)	R. I. Wakeman (bm) W. F. Kelly (cm)	W. P. Kennedy	Chas. Rothermich
	Tribune (e)	19,766	.09	.08	(I) (AP) (E) (131-5)	Providence Tribune Co.	George W. Potter David J. Barry	Martin J. Flaherty J. D. McGlone (sp) David J. Barry (Su)	David J. Barry D. J. Dwyer, Jr. (cm)	Timothy F. Dwyer William L. Dwyer (cl)	Daniel J. Dwyer
	Sunday edition (S)	7,632	.09	....							
WESTERLY 15,000	Sun (e)	5,621	.03	.03	(R) (AP) (J) (25)	Utter Co.	George B. Utter	Edgar P. Maxon Herbert Clark (sp)	George B. Utter	Wilfred B. Utter	Lewis R. Greene
	Sunday edition (S)	5,509	.03	....							
WEST WARWICK	Pawtuxet Valley Times (e)	3,443	.05	....	(I) (J) (4)	Irving P. Hudson	Irving P. Hudson				
WOONSOCKET 51,100	Call (e)	14,901x	.05	.05	(I) (AP) (72)	Samuel E. Hudson	Samuel E. Hudson Arthur H. Crowell	Paul L. Smith	Charles W. Palmer	Charles W. Palmer Buell W. Hudson (n) Nellie I. Staples (cl)	Frank E. Fairbanks

SOUTH CAROLINA

City Population	Name of Newspaper	Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ANDERSON 20,000	Independent-Tribune (m)	3,659	.025	....	(I) (AP) (†) (44)	Wilton E. Hall	Wilton E. Hall R. G. Miller	T. F. Acker Ralph Parker (sp) T. F. Acker (Su)	Wilton E. Hall Vincent Pruitt (cm)	J. J. Findley B. Palmer (n)	Eugene Dyar
	Sunday edition (S)	3,803	.025	....							
	Mail (e)	4,217	.03	.025	(D) (AP) (†) (25)	G. P. Browne	G. P. Browne	W. S. Bewley	G. P. Browne R. P. Browne (bm) A. G. Barton (cm)	G. Paul Browne R. P. Browne (n) Mrs. Jno. Hector (cl)	Paul Murphy
CHARLESTON 72,000	News & Courier (m)	10,320	....	....	(I-D) (AP,CP,NYW) (†) (26)	News & Courier Co.	T. R. Waring (e) W. W. Ball (m) T. P. Lesesne (me-m)	F. O. Emerson (e) G. A. Buchanan (m)	H. T. McGee (bm) V. L. T. Cooper (cm)	G. J. Jenkins R. E. Bradnam (n)	H. M. Duke
	Sunday edition (S)	15,082	....	....							
	Post (e)	15,559	....	....		Post Pub. Co.					
	Combined daily (me)	25,879	.10	....							
COLUMBIA 55,000	Record (e)	14,027	.06	....	(D) (AP,INS) (†) (78)	R. Charlton Wright	R. Charlton Wright Wyatt A. Taylor	Wyatt A. Taylor John M. Banks (sp)	Joseph K. Hughes (cm)	David E. Cohn E. R. Russell (cl)	E. R. Britton
	Sunday edition (S)	13,251	.06	....	(22)						
	State (m)	24,275	.08	....	(D) (AP) (J) (26)	William E. Gonzales	William E. Gonzales McDavid Horton	T. L. Latimer, Jr. McDavid Horton (Su)	F. C. Withers J. L. Erwin (cm)	Wm. P. Eichison C. T. Henry (cl)	A. B. Watson C. C. Muller (j)
	Sunday edition (S)	26,008	.08	....							
FLORENCE 17,482	News Review (m)	5,375	.03	.03	(I) (AP) (J) (70)	Florence Ptg. Co.					
	Sunday edition (S)	5,375	.03	.03							
GREENVILLE 64,500	News (m)	26,941	....	....	(I-D) (AP) (†) (25)	B. H. Peace	B. H. Peace (m) J. W. Chapman (e) E. N. Smith (me-m) A. T. McCain (me-e)	J. B. Hicklin (m) Chas. H. Garrison (e) Carter Latimer (sp-m) C. D. Welme (sp-e)	B. H. Peace Roger C. Peace (bm) A. F. Ballentine (cm)	Fred Heller Charlie Peace (n) Clark Cothran (cl)	T. P. Cantwell (m) M. E. Guntharp (e)
	Piedmont (e)	12,697	....	....							
	Combined daily (me)	39,639	.11	.07							
	Sunday edition (S)	27,183	.08	....							
GREENWOOD 15,000	Index-Journal (e)	4,317	.03	....	(D) (AP) (J) (25)	Index-Journal Co.	H. L. Watson E. P. Wideman	E. P. Wideman	J. S. Bailey (bm) D. P. Self (cm)	C. E. Godfrey G. W. Gardner (n) D. P. Self (cl)	W. A. Culbertson
	Sunday edition (S)	4,317	.03	....							
ROCK HILL 15,000	Herald (e)	2,957	.025	.025	(D) (AP)	A. W. Huckle	A. W. Huckle	W. L. Hicklin	A. W. Huckle	H. H. Brown	
SPARTANBURG 28,176	Herald (m)	8,595	....	....	(D) (AP) (25)	Herald Journal Co.	Chas. O. Hearon (m) P. H. Fike (e) D. A. Tillinghast (me-m) E. W. Wallis (me-e)	D. A. Tillinghast (m) G. M. Kiser (e) Don West (sp)	William W. Holland Max Bridges (bm) J. M. Bialock (cm)		
	Journal (e)	5,104	....	....							
	Combined daily (me)	13,699	.06	.05							
	Sunday edition (S)	10,654	.06	....							
SUMTER 9,508	Item (e)	2,114	.025	....	(D) (AP) (J) (70)	Osteen Pub. Co.	H. G. Osteen				
UNION 6,141	Times (e)	.....	.021	....	(D) (AP)	Lewis M. Rice	Lewis M. Rice				

SOUTH DAKOTA

City Population	Name of Newspaper	Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ABERDEEN 17,006	American (m)	7,166	....	....	(I) (AP) (148-78)	American News Co.	C. D. Kimball (m) J. H. McKeever (e) H. Anderson (me-m)	Jas. Acton (sp-m) G. Smith (sp-e) C. D. Kimball (Su)	C. D. Kimball Kath. Sheridan (cm)	Bernard A. Schultz Kath. Sheridan (cl)	J. L. Catenhusen
	News (e)	4,646	....	....							
	Combined daily (me)	11,812	.06	.06							
	Sunday edition (S)	10,515	.06	....							
DEADWOOD 3,405	Pioneer-Times (m)	1,450	.03	.025	(R) (AP) (J) (169)	Morford Bros.	Leland V. Morford	Earl B. Morford	Leland V. Morford	Leland Morford	Lee Morford
	Sunday edition (S)	1,450	.03	....							
HURON 12,500	Huronite (e)	5,586	.04	.0375	(R) (AP) (†) (J) (148)	Huron Pub. Co.	Chas. H. J. Mitchell Robert D. Lusk	C. J. Cooper Emil Frost (sp)	Chas. H. J. Mitchell A. G. Felok (cm)	G. F. McCannon G. W. Whitney (cl)	W. J. Bachman
LEAD 7,000	Call (e)	1,283	.025	....	(R) (AP) (J) (39)	John A. Stanley	John A. Stanley Ward A. Stanley	Harry Bilckhahn	Geo. L. Beers (bm)		H. B. Miller
MADISON 5,000	Leader (e)	1,785	.021	....	(R) (UP) (J) (none)	J. F. Stahl	J. F. Stahl	J. F. Stahl, Jr.	H. A. Stahl (bm)	J. F. Stahl, Jr.	H. A. Stahl (j)
	Sentinel (e)	.....	.021	....	(R) (AP) (mer) (J) (none)	F. L. Mease	F. L. Mease				
MITCHELL 10,000	Republican (e)	9,581	.05	....	(I-R) (AP) (J) (148-78)	Mitchell Pub. Co.			W. R. Ronald M. Paullin (cm)		

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

SOUTH DAKOTA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
PIERRE 3,200	Dakotan (e) 850	.021	....	(R) (UP) (†) (J) (39)	State Pub. Co.	T. B. Roberts, Jr.	C. M. Roberts	T. B. Roberts, Jr. G. M. Roberts, Jr. (cm)	G. M. Roberts	T. B. Roberts, Jr. (j)
	Capital Journal (e) 2,000	.025	.028	(I-R) (AP) (J) (169)	Hipple Ptg. Co.	J. E. Hipple R. B. Hipple	J. B. Hipple	R. B. Hipple	R. B. Hipple	Geo. Bunn
RAPID CITY 8,000	Journal (e) 3,972	.04	....	(R) (†) (J) (148)	Journal Pub. Co.	Edward F. Lusk Harold W. Card	Gerald McGuire	Edward F. Lusk P. P. Wight (cm)	E. H. Lighter Jessie H. Wilson (cl)	Joe Cauley Wm. Nicoll (j)
SIOUX FALLS	Argus-Leader (e) 28,839x	.09	.07	(R) (AP) (†) (148)	Argus-Leader Co.	Chas. M. Day Gordon Sessions	Ralph Hilgren James D. Ashley (sp)	B. C. Dow E. J. Kahler (bm) E. J. Kahler (cm)	D. T. Kieffer (local) E. J. Kahler (n) L. Amundson (cl)	D. Wood
	Sunday edition (S)	.07	.07							
	(Press discontinued and merged with Sioux City, Iowa, Tribune, Jan. 2d, 1928.)									
WATERTOWN 10,300	Public Opinion (e) 5,489	.04	....	(R) (AP) (J) (148)	Public Opinion Pub. Co.	Geo. B. Elliott	P. A. Albrook	A. J. Albrook F. Potticary (cm)	A. J. Albrook	A. R. English (j)
YANKTON 5,500	Press & Dakotan (e) 4,137	.04	.04	(R) (AP) (†) (J) (148)	Yankton Ptg. Co., Inc.	F. H. Monfore	I. M. Rees H. T. Praed (sp)	W. C. Lusk M. W. Lusk (bm) F. E. Peters (cm)	L. S. Hughes M. W. Lusk (n) E. J. Curry (cl)	W. F. Sargent

TENNESSEE

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CHATTANOOGA 148,586	News (e) 32,440	.10	.07	(I-D) (AP,UP) (†) (22)	Chattanooga News Co.	George F. Milton George H. Butler	Charlie Poe E. T. Bales (sp)	Walter C. Johnson W. H. Blinn (prom) H. E. Johnson (cm)	F. J. Hitz V. H. Fawkes (n) J. D. Rivers (cl)	L. P. Clarkson
	Times (m) 34,140 Sunday edition (S) 33,496	.10 .10	.075	(I-D) (AP,CP) (†) (E) (26)	H. C. Adler	L. G. Walker A. S. Ochs, 2nd	T. A. Rogers Ed. Sussdorf (sp) W. G. Foster (Su)	H. C. Adler W. S. Weitzell (bm) L. A. Morris (cm)	C. A. Kracht W. T. Corn (cl)	J. H. Street
CLARKSVILLE 8,500	Leaf-Chronicle (m) 2,600	.025	.025	(I-D) (AP) (J) (12)	M. Stratton Foster	Frank Goodlett Carl E. Page	Carl E. Page J. Stanley Gower (sp)	Frank Goodlett J. M. McDonnell (cm)	Mrs. A. M. Herndon Frances Osborne (n)	B. G. Davis
CLEVELAND 6,522	Banner (e)	.021	....	(I-D) (UP,INS) (4)	Will L. Rogers	Will L. Rogers				
COLUMBIA 8,000	Herald (e)	.032	....	(D) (UP,INS) (J) (none)	Herald Co.	John Wesley Finney				
GREENEVILLE 6,500	Democrat Sun (e) 3,070	.032	....	(I) (AP) (†) (J) (169)	E. O. Susong	Q. M. O'Keefe		W. H. O'Keefe (bm)	I. H. Smith	Ivan Smith J. L. Wilson (j)
JACKSON 25,000	Sun (e) 6,514 Sunday edition (S) 6,689	.03 .03	.02	(D) (AP) (22)	Albert A. Stone	C. Harris Brown	Paul M. Conway Chas. Sparks (sp) Guy R. Windrom (Su)	Albert A. Stone A. B. Robinson (cm)	A. Lacy Price H. L. Connelly (cl)	P. D. Kersh
JOHNSON CITY 27,500	Chronicle (m) 3,681x Staff-News (e) 4,176x Combined daily (me) 7,857x Sunday edition (S) 7,638x	.... .05 .05	.... .045	(R) (AP,UP,INS) (†) (70 78) (D) (AP,UP,INS) (†) (70 78)	Appalachian Pubs. Inc. Guy L. Smith (Pres.)	Carroll E. King	F. W. Hoss W. H. McDonald (sp) Carroll E. King (Su)	Carroll E. King W. G. Goode (bm) Jess Bailey (cm)	R. L. Howard Carroll E. King (n) Clyde Hodge (cl)	Irby Sheaff
KINGSPORT 15,000	Times (e) 2,835 Sunday editon (S) 2,835	.03 .03	.036	(†) (AP) (J) (131-5)	Kingsport Pub. Co.	Howard Long	W. G. M. Snow John Oliver (sp) Howard Long (Su)	Thomas H. Pratt W. J. McAuliffe (bm) C. O. Kenney (cm)	W. S. Waddell Thomas H. Pratt (n) W. J. McAuliffe (cl)	C. T. Hamlet C. E. Boyd (j)
KNOXVILLE 134,688	Dispatch (e) new daily	.045	.036	(I-D) (INS) (†) (none)	Dispatch Pub. Co.	W. W. O'Guin	W. H. Clift J. W. West, Jr. (sp)	Ralph Cate (bm) W. B. Baker (cm)	J. A. Keen Ralph Cate (n)	Irby Haynes
	Journal (m) 32,661 Sunday edition (S) 29,568	.07 .07	.06	(R) (AP) (†) (44)	A. F. Sanford	Wm. Rule Dewey Owens	Frank Goodwin (sp)	Fred T. Bonham W. S. Burnett (cm)	W. W. Ayres (n) R. Rex Wallace (cl)	Chas. Carr
	News-Sentinel (e) 36,763 Sunday edition (S) 35,510	.10 .10	....	(I) (UP (INS) (mer) (†) (3)	Scripps-Howard	Edward J. Meenan L. W. Miller	J. Z. Howard Robt. Wilson (sp) R. E. McCormick (Su)	W. G. Chambers A. C. Jarvis (cm)	T. A. McMillian W. H. Linebaugh (n)	Tommie Thompson
MEMPHIS 211,056	Commercial Appeal (m) 104,074 Evening Appeal (e) 45,569 Combined daily (me) 149,643 Sunday edition (S) 136,916	.... .30 .30	....	(AP,INS,CT) (D) (AP, US, CT, INS, CP) (22)	Luke Lee	Geo. Morris Thomas Fauntleroy		Geo. Morris (gm) A. B. Bolin (bm) W. S. Dunston (cm)		
	Press-Scimitar (e) 91,949	.20	....	(I) (UP) (mer) (J) (3)	Press-Scimitar Co.	T. E. Sharp Jas. E. Mills, Jr.	John P. Fletcher Naylor Stone (sp)	J. A. Keefe (bm) W. E. White (cm)	C. A. Moore A. N. Renshaw (cl)	E. A. Roberts J. Von Buettner (j)
MORRISTOWN 5,875	Gazette & Mail (e) 2,560	.032	....	(I) (none)	John E. Helm, Jr. C. O. Helm	John E. Helm, Jr.				
MURFREESBORO 7,500	News-Banner (e) new daily	.03	.025	(D) (INS,UP) (J) (70)	Jesse C. Beesley, Jr.	J. R. Williams J. C. Beesley, Jr.	J. R. Williams Ernest Blackman	J. C. Beesley, Jr. H. Cunningham (cm)	Edgar Cherry Louise Smith (cl)	C. E. Burnett
NASHVILLE 143,692	Banner (e) 60,240 Sunday edition (S) 60,422	.12 .12	....	(I) (AP,UP,CT,INS) (*Su) (†) (12)	Maj. E. B. Stahlman	Walter Cain M. B. Morton	H. W. Eskridge Ralph McGill (sp) Evans Joseph (Su)	Jas. G. Stahlman Battle Clark (bm) Horace Powell (mc)	Martin Clark K. C. Cayce (n) Maxey Hewitt (cl)	Bob Hallum
	Tennessean (m) 44,304 Tennessean (e) 27,602 Combined daily (me) 71,906 Sunday edition (S) 48,001	.... .13 .12	.... .10 .10	(I-D) (AP,UP) (*Su) (†) (E) (22)	Luke Lea	James Finney Jack Nye	Sam Carson (m) W. S. Howland (e) Blinkey Horn (sp-m) Earl Watson (sp-e) Robt. Rowlett (Su)	Luke Lea Stratton Foster (bm) W. Seigenthaler (cm)	Stratton Foster Melvin Schwarz (n) Geo. B. Morgan (cl)	John Rundle Wallace Smith

TEXAS

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ABILENE 30,000	News (m) 7,648 Reporter (e) 6,726 Combined daily (me) 14,374 Sunday edition (S) 12,244	.... .06 .06	.... .064 .064	(D) (AP,US) (168)	Bernard Hanks	Frank Grimes Max Bentley	W. H. Bedichek Prexy Anderson (sp)	Bernard Hanks Georgs W. McDaniel, Jr. (cm)	Manly Hanks C. L. Fowler (n) C. C. Craig (cl)	John Leonard
	Times (e) New daily Sunday edition (S)	.025 .025	....	(UP)	A. Garland Adair	A. Garland Adair Homer H. Hutto	J. A. Neall (gm)			
AMARILLO 52,500	News (m) 16,295 Globe (e) 9,068 Combined daily (me) 25,363 Sunday edition (S) 23,606	.... .11 .11	.... .11 11.	(I) (AP,UP) (168)	Gene A. Howe	Gene A. Howe T. E. Johnson	Wesley Izzard Charles Hall (sp)	Wilbur C. Hawk Norris Ewing (bm) C. Underwood (cm)	Norris Ewing Miss A. Jones (n) O. B. Jarvis (cl)	Roy Cline
ATHENS 5,500	Review (e) 760	.014	....	(I-D) (J) (none)	A. M. Barnes R. T. Craig	R. T. Craig	R. T. Craig	A. M. Barnes	A. M. Barnes	J. H. Lusk

The Nashville Banner

"Every Day and Sunday Too"

Covering a Prosperous Trade Area With a Population of 650,000

Daily Increases Its Popularity as an Advertising Medium for Nashville and Middle Tennessee

Every Year the Nashville Banner Adds to Its—

"More Than" Prestige

In 1925

The Nashville Banner carried—

298,718 MORE

—lines of advertising **THAN** any other newspaper published in Middle Tennessee.

In 1926

The Nashville Banner carried—

739,592 MORE

—lines of advertising **THAN** any other newspaper published in Middle Tennessee.

In 1927

The Nashville Banner carried—

799,862 MORE

—lines of advertising **THAN** any other newspaper published in Middle Tennessee.

In 1928 During the first 10 days of January the Nashville Banner carried 34,202 MORE lines of advertising THAN any other newspaper published in Middle Tennessee.

A Continued Preference That Is Increasing With Each Daily Publication Because: The Nashville Banner Carries—

MORE NEWS, FEATURES and ADVERTISING TO 20,000 MORE HOMES.

THAN Any Other Newspaper Published in Middle Tennessee.

The Only Newspaper in Middle Tennessee with 8 Pages of Rotogravure and 8 Pages of Colored Comics Every Sunday.

BENJAMIN & KENTNOR CO., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK 2 W. Forty-fifth St. | CHICAGO 203 N. Wabash Ave. | LOS ANGELES, CAL. 117 W. Ninth St. | PHILADELPHIA, PA. 1524 Chestnut St. | SAN FRANCISCO, CAL. 58 Sutter St.

Southern Representative, JOEL C. HARRIS, Jr.
Atlanta Trust Building, Atlanta, Ga.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

TEXAS (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
AUSTIN 58,775	American (m) 13,033 Statesman (e) 7,079 Combined daily (me) 20,112 Sunday edition (S) 19,700	.... .10 .10	....	(D) (AP,UP,INS,US) (†) (27)	American Pub. Co.	Charles E. Marsh S. Raymond Brooks	Gene Cooper Duby Dupose (sp)	Martin Anderson L. M. Goldberg (bm) C. C. Moore (cm)	M. Y. Stokes, Jr. George Rowley (n) Fred E. Graham (cl)	Ed H. Neill
BALLINGER 3,454	Ledger (e) 1,015	.014	....	(AP) (none)	Ballinger Ptg. Co.	C. P. Shepherd				
BAY CITY 3,454	Tribune (e) 625	.018	....	(D) (d) (39)	Tribune Ptg. Co.	Carey Smith				
BEAUMONT 75,800	Enterprise (m) 23,003 Journal (e) 13,081 Combined daily (me) 36,084 Sunday edition (S) 33,308	.... .12 .12	....	(D) (AP,US) (J) (†) (9)	W. P. Hobby J. L. Mapes	Alfred Jones S. P. Etheredge (M) (me) W. W. Ward (E) (me)	R. W. Akers (M) Edw. Goodrich (E) G. V. Burke (M) (sp) B. Scurlock (E) (sp)	J. L. Mapes M. C. Hoffmeister (bm) E. C. Davis, Cir. Dir.	O. S. Bruck, Adv. Dir. C. T. Sargent (n) W. C. Prunt (cl)	Fred Chance George Giddings (j)
BONHAM 6,200	Favorite (e) 1,424	.018	....	(D) (UP) (J) (none)	Favorite Ptg. Co.	Ashley Evans	Charles English	W. S. Spotts C. R. English (bm) John Vernon (cm)	C. R. English	John Humphries Dick Higgins (j)
BORGER 20,000	Herald (e) 4,481 Sunday edition (S) 4,481	.03 .03	.029 .029	(I-D) (AP) (J) (168)	David M. Warren	C. S. Welsh (me)	Frank Caudill	David M. Warren N. D. Norris (bm) Clarence Cosby (cm)	N. D. Norris	C. V. Williams N. D. Norris (j)
BRADY 6,000	Sentinel (e) 1,850 Sunday edition (S) 2,250	.03 .03	.025 .025	(I) (AP) (J) (70)	W. S. Foster	W. S. Foster	W. S. Foster	W. S. Foster	W. S. Foster	Roy Kirby
BRECKENRIDGE 17,000	American (e) 2,125 Sunday edition (S) 2,125	.03 .03	....	(I) (AP,UP) (J) (41)	George T. Spears	George T. Spears		George T. Spears		
BRENHAM 6,000	Banner-Press (e) 1,014	.014	....	(D) (UP) (J) (none)	Banner Pub. Co.	Ruby Robertson	Henry Tucker (sp)	T. C. Blake	J. A. Heineke F. W. Proske (cl)	
BROWNSVILLE 21,000	Herald (e) 4,675 Sunday edition (S) 4,675	.03 .03	....	(I-D) (AP) (168)	J. M. Stein	Harry L. Sexton W. L. Pendergraft	W. L. Pendergraft	J. M. Stein F. E. Bulloch (cm)	Charles A. Reil J. M. Stein (n) Miss D. Lindsay (cl)	D. R. Cooper
BROWNWOOD 12,500	Bulletin (e) 3,145	.025	.025	(I) (AP) (J) (none)	Mayes Ptg. Co.	James C. White	William C. Stewart Bruce M. Francis (sp)	H. F. Mayes A. D. Murphy (cm)	L. Aiton H. F. Mayes (n) H. Loveless (cl)	M. Moore R. Bonser (j)
BRYAN 8,500	Eagle (e) 1,286	.018	.014	(D) (AP) (J) (168)	Eagle Ptg. Co., Inc.	Mrs. Lee J. Rountree	Moulton Cobb	Mrs. Lee J. Rountree P. A. Tardy (bm) Mrs. F. Jennings (cm)	P. A. Tardy	D. D. Williamson
CHILDRESS 5,003	Index (e) New Daily	.025	....	(None)	Fred. L. Haskett	Fred L. Haskett	L. E. Haskett	Fred L. Haskett	L. E. Haskett	
CISCO 12,500	News (e) 2,250 Sunday edition (S) 2,350	.03 .03	....	(I-D) (INS) (J) (39)	Cisco P. & P. Co.	A. B. O'Flaherty (me)		A. B. O'Flaherty V. G. Locke (cm)	W. H. LaRoque Della McCann (cl)	J. B. Hunter H. W. Logsdon (j)
CLEBURNE 17,000	Review (m) 3,782 Sunday edition (S) 3,782 Times (e) 3,703	.025 .025 .03	....	(I) (AP) (J) (131-5) (I) (J) (39)	O. H. Poole Times Pub. Co.	O. H. Poole H. F. Ayres	J. T. Webster	O. H. Poole	Eugene Poole	A. D. Wells
COMMERCE 5,600	Journal (e)	.018	....	(I-D) (J) (none)	Hart Bros.	Sterling Hart				
CORPUS CHRISTI 27,000	Caller (m) 3,888 Sunday edition (S) 4,386 Times (e) 3,960	.03 .03 .03	.03 .03	(D) (AP) (†) (168) (I) (INS) (27)	Roy Miller W. E. Pope	A. P. Herndon (me) V. V. Daniels V. O. Cook	Ernest G. Fischer C. M. Aten V. O. Cook	Roy Miller C. M. Petty (bm) G. F. Fulkerson (cm) V. V. Daniels Maurice Floyd (cm)	George E. Smith, Jr. L. C. Smith (cl) Margaret Browning (cl)	George B. Blevins Floyd McKnight
CORSICANA 23,000	Sun (e) 4,203	.03	.03	(D) (AP) (†) (168)	Wortham & Martin	A. A. Wortham Lowry Martin L. A. Wortham (me)	Sidney Story Paul Moore (sp)	Lowry Martin R. P. McEntire (cm)	Boyce Martin Guy Bunch (cl)	J. A. Gunter
CUERO 4,800	Record (e) 725	.014	.014	(I-D) (INS) (J) (none)	J. C. Howerton	J. C. Howerton J. P. Bridges	Harry Putnam Carl Gramman (Su)	J. C. Howerton J. W. Howerton (bm) Mrs. O. C. Buchhorn (cm)	Jack W. Howerton Mrs. O. C. Buchhorn (cl)	H. L. Mueller A. W. Schueneman (j)
DALLAS 280,000	Dispatch (e) 35,891	.08	....	(I) (UP) (27)	Alfred C. Andersson	L. W. Bailey				
	Journal (e) 38,406	.12	.08	(I-D) (UP (mer (†) (J) (E) (26)	A. H. Belo Corp. G. B. Dealey, Pres.	Tom Finty, Jr. H. E. Withers	W. W. Truax H. C. McCoy (sp)	W. A. Dealey, V.P. W. H. Banners (bm) Jack Estes (cm)	H. A. Gascon W. J. Scott (n) Walter Dathe (cl)	H. W. Maxwell
	News (m) 80,186 Sunday edition (S) 99,019	.20 .25	.145 .17	(I-D) (AP,UP) (mer) (J) (E) (†) (26)	A. H. Belo Corp. G. B. Dealey, Pres.	Alonzo Wasson E. B. Doran	Theodore H. Barrett Milt Saul (sp) E. M. Dealey (Su)	W. A. Dealey, V.P. W. H. Banners (bm) Jack Estes (cm)	Harry D. Guy W. J. Scott (n) Walter Dathe (cl)	H. W. Maxwell
	Times-Herald (e) 61,538 Sunday edition (S) 61,280	.15 .15	.09 .09	(I-D) (AP, INS,US) (†) (9-45)	Edwin J. Kiest	Tom Gooch Allen Merriam	E. K. Mead Jere Hayes (sp) Robert Hayes (Su)	Tom Gooch L. N. McCulloch (bm) Wm. Loftus, Sr. (cm)	Albert Swinsky, Jr., Adv. Dir. John W. Runyon, Adv. Mgr. L. K. Reynolds (n)	J. S. Bradfield
DENISON 21,086	Herald (e) 5,398 Sunday edition (S) 5,398	.03 .03	.03 .03	(D) (AP) (168)	J. Lee Greer	H. E. Ellis	W. G. Jasper R. M. Gray (sp)	J. Lee Greer W. J. Winkler (cm)	F. A. Heral J. Lee Greer (n) G. F. French (cl)	W. T. Wingo
DENTON 10,000	Record-Chronicle (e) 2,453x	.025	.025	(D) (AP,UP) (168)	Record-Chronicle Co., Inc.	James L. Edwards L. A. McDonald		R. J. Edwards L. R. McDonald (bm) C. A. Hogan (cm)	J. S. Fowler Lee R. McDonald (n) O. L. Fowler (cl)	R. E. Drake
EAGLE PASS 71,000	Guide (e) 900	.018	....	(D) (AP) (J) (none)	L. M. Huffman	O. M. Gibbs		L. M. Huffman		
EASTLAND 10,000	Argus-Tribune (e) 3,167 Sunday edition (S) 3,167 Telegram (e) 1,718 Sunday edition (S) 1,788	.03 .03 .02 .02	.03 .03 .018 .018	(D) (INS) (J) (70) (I-D) (UP) (J) (168)	Charles G. Norton M. M. Norton Walter Murray	Charles C. Norton Frank Jones	Boyce House (sp) Robert Campbell (sp)	M. M. Norton (bm) W. B. Crossley (cm) C. L. Bristow (cm)	V. O. Hatcher F. Hicks	R. E. Killian
EDINBURG 7,000	Valley Review (m) 2,490 Sunday edition (S) 2,490	.039 .032	.025 .025	(D) (AP) (J) (none)	M. McIlhenny	Jno. C. McWhorter (me)	Marshall Smith	John C. McWhorter S. G. Copeland (cm)		
EL PASO 109,000	Herald (e) 18,097 Saturday edition (sat) 22,381 Times (m) 13,340 Sunday edition (S) 19,022 Combined daily (me) 31,437 Evg. & Sunday (es)	.... .12 .12	....	(I) (AP,UP,US) (†) (E) (26)	Herald-News Co., Inc.	H. D. Slater	L. C. Townsend Winton Roe (sp) Hector McLean (Su)	H. D. Slater Abe Cohen (cm)	Wm. Cunningham (n) Val Lawrence (cl)	John W. Harm
	Post (e) 17,500	.07	....	(I) (UP) (†) (8)	Post Co.	Wallace Perry Robert Curran	H. A. Michael Robert Ingram (sp)	Ward C. Mayborn F. G. Westberg (bm) G. E. Peer (cm)	J. Archie Willis H. A. Addison (cl)	George Krupp

A Metropolis in the Heart of an Empire

THERE are only 15 market areas like the Dallas trade territory in all the U. S. A.; 15 cities with as large wholesale distribution; 15 regions of as great buying power depending upon a common center.

HAVE you been to Dallas in the last few years? Have you seen for yourself the marvelous business possibilities of this new city and its market-area?

DALLAS is the commercial and financial center of four Southwestern states but the area of immediate metropolitan influence is the richest market in the whole region.

The city's immediate trade area (100 miles radius) is only 12% of the area of Texas yet it contains 43% of its population, 45% of its farms 42% of its business concerns, and 30% of its taxable wealth.

DALLAS is the largest city in Texas, according to the 1927 census estimate—211,600 people. It leads all other Texas cities in volume of retail, wholesale and manufacturing business, property values and number of automobiles.

THE Dallas Morning News is the big outstanding paper of Dallas and the entire Dallas area. It has nearly 82,000 circulation, 20% more than any other Dallas paper. It has been the first choice of national advertisers for 42 years.

THE Dallas Journal, with a circulation of 40,000-odd, completes the coverage of the city itself and its immediate suburbs. 92% of the circulation of this breezy and popular evening paper lies within the city and suburban limits.

A SPECIAL combination rate for these two papers allows the addition of The Journal to any list containing The News at very little additional cost.

The Dallas Morning News

THE DALLAS JOURNAL

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

TEXAS (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 17	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ENNIS 10,000	News (e) 1,225	.018	.018	(I) (AP) (J) (none)	United Pub. Co., Inc.	J. M. Weekley G. G. Dunkerley	J. M. Weekley	G. G. Dunkerley Miss E. Sims (cm)	C. A. Nowlin Miss E. Sims (cl)	G. Maddux C. A. Nowlin (j)
FORT WORTH 159,000	Press (e) 29,063	.09	.07	(I) (UP) (3)	Scripps-Howard Newspapers	John H. Sorrells Herbert D. Schultz	L. A. Wilke H. H. Boone (sp)	R. D. Henderson (bm) Wm. Loftus, Jr. (cm)	Carlton E. Borom J. H. Mastin, Jr. (cl)	T. D. King
	Record-Telegram (m) 27,439 Star-Telegram (e) 104,578 Combined daily (me) 132,017 Sunday edition (S) 124,709	.... .27 .27	....	(I-D (AP,INS,CP) (mer) (†) (E) (none)	Amon G. Carter	James M. North, Jr. James R. Record	Harry Moses (M) John Ellis (E) Ned Record (m) (sp) Flem Hall (E) (sp)	Amon G. Carter R. N. Houes (bm) Harold Hough (cm)	A. L. Shuman A. F. Giegling (n) R. S. Ridgeway (cl)	Gus Lundberg
GAINESVILLE 6,648	Register (e) 2,250	.02	....	(D) (AP,UP) (168)	Register Pub. Co.	J. M. Leonard				
GALVESTON 60,000	News (m) 11,017x Tribune (e) 8,412x Combined daily (me) 19,429x Sunday edition (S) 13,378x Sat-Sun comb.	.... .10 .... .11	.... .067! .... .0728	(I-D) (AP) (†) (26)	Louis C. Elbert	E. L. Wall (M) Joe Webb (E) S. B. Ragsdale (me)	J. H. Grizzard (M) S. Babb (M) (sp) Gus Seel (E) D. Leverett (E) (sp) W. F. Bookman (Su)	Louis C. Elbert Walter Golden (cm)	W. B. Roberts	Charles Briggs
GILMER 2,750	Mirror (e) 610	.015	.015	(D) (J) (†) (none)	Tucker & Laschinger	George Tucker		R. H. Laschinger	Mrs. R. H. Laschinger	W. T. Wallace C. A. Taylor (j)
GONZALES 5,200	Inquirer (e) 600	.018	....	(D) (J) (none)	Mrs. Henry Reese, Jr.					
GREENVILLE 18,692	Banner (e) 6,982	.03	.03	(D (AP) (168)	Banner Pub. Co.	Fred E. Horton (me)	Carroll Monroe Herman Scott (sp)	Fred E. Horton Frank Horton (cm)	Ed B. Williams Paul E. Horton (cl)	A. K. McClintock
	Herald (m) 6,792 Sunday edition (e) 6,793	.03 .03	....	(D) (AP) (70)	Herald Pub. Co., Inc.	Tom R. Poole				
HILLSBORO 2,590	Mirror (e) 1,271	.012	....	(D) (AP) (J) (168)	Texas Novelty Adv. Co.	J. C. Butts	J. C. Butts Lyman Dutton (sp)	D. W. Campbell Harry Blount (cm)	F. M. Lester D. W. Campbell (n)	E. O. Hughes
HOUSTON 275,000	Chronicle (e) 81,376 Sunday edition (s) 92,527	.18 .20	....	(I-D) (AP,INS,UP) (*S) (†) (E) (22)		C. B. Gillespie G. W. Cottingham		G. J. Palmer (bm) S. Kelton, Asst. B.M. E. C. White (cm)	W. C. Storey R. W. McCarthy (n) J. H. Butler (cl)	
	Post-Dispatch (m) 62,327 Sunday edition (S) 66,025	.14 .15	.11 .11	(I-D) (AP,CT,NYT) (*S) (†) (J) (E) (9)	Houston Ptg. Co.	W. P. Hobby	Bruce Layer (sp)	Charles C. Maes A. E. Clarkson (bm) L. E. Brumlieu (cm)	A. M. Cohen O. M. Lowe (n) M. S. Schwartz (cl)	C. G. Manuel
	Press (e) 41,798	.11	.08	(I) (UP) (3)	Press Co.	Marcellus E. Foster Webb C. Artz	Marshall McNeil Andy Anderson (sp)	Ward C. Mayborn W. P. Dyer (cm)	Jeff Barnette Harry I. Cohen (n) G. W. E. Smith (cl)	
JACKSONVILLE 7,000	Progress (e) 1,100	.018	.018	(D) (AP,INS) (J) (none)	J. E. McFarland B. F. Davis					
JEFFERSON 3,450	Journal (e) 1,400	.02	.015	(I) (AP) (J) (none)	News-Messenger Pub. Co.	M. T. Lemons James R. Walker	M. T. Lemons	James R. Walker	James R. Walker	James R. Walker
LAMPASAS 2,107	Leader (e) 410	.009	....	(D) (J) (none)	J. H. Abney & Sons	J. H. Abney				
LAREDO 35,700	Times (e) 4,712	.04	....	(I) (AP) (†) (J) (52)	William Prescott Allen	Wm. Prescott Allen Jose Rojas		Moses Morena		L. Griffith
LONGVIEW 5,713	News (e)	.029	....	(D) (J) (AP) (168)	Longview Pub. Co.	William J. Tucker				
LUBBOCK 16,500	Avalanche (m) 4,375	....	....							
	Journal (me) 8,480 Sunday edition (S) 8,085 (e) 4,105 Combined daily	.05 .05	.05 .05	(I) (AP) (168	Dorrance D. Roderick	James L. Dow Charles A. Guy	A. B. Slagle Rankin Dow (sp) Jack Hawkins (Su)	D. D. Roderick T. B. Bowles (cm)	Joe E. Griffith L. H. Quinn (n) R. D. McKinney (cl)	Anthony Borne
LUFKIN 13,000	News (e)	.011	....	(I) (AP) (J) (d) (none)	Watford-Binion Ptg. Co.	G. E. Watford				
McALLEN 13,000	Press (e) 2,750 Sunday edition (S) 3,000	.018 .018	....	(I) (INS) (J) (none)	C. C. McDaniel	C. C. McDaniel	H. B. Walker		Bradford H. Smith	
McKINNEY 10,000	Courier-Gazette (e) 1,500	.018	....	(D) (J) (none)	Perkins & Wilson	Perkins & Wilson Carl Gallagher	Don W. Bagwill	Perkins & Wilson G. Adams (cm)	Carl Gallagher G. Adams (n)	J. M. Foster Guy Roland (j)
MARLIN 4,319	Democrat (e)	.021	....	(D) (AP) (d) (none)	J. M. Kennedy	J. M. Kennedy				
MARSHALL 18,000	Messenger (e) 3,132 News (m) 4,384 Combined daily (me) 7,516 Sunday edition (S) 4,384	.... .045 .045	....	(D) (AP) (J) (168)	News-Messenger Pub. Co.	Joe Herrin (me)		Hal Winsborough		A. McGinty (j)
MART 3,105	Herald (e) 475	.014	....	(I-D) (AP) (none)	J. L. Spencer	J. L. Spencer				
MEXIA 12,000	News (e) 6,173 Sunday edition (S) 6,173	.04 .04	....	(I-D) (UP) (J) (131-5)	News Pub. Co.	B. H. Broiles	B. H. Broiles	W. K. Boyd	C. L. Tatum G. A. Lee (cl)	Horace McAnnally G. A. Lee (j)
MIDLAND 6,500	Telegram (e) 850 Sunday edition (S) 850	.022 .022	....	(I) (AP) (†) (J) (131-5)	C. C. Watson	C. C. Watson	H. B. Dunagan, Jr. C. C. Watson, Jr. (sp)	C. C. Watson, Jr. (bm)	E. W. Tullis C. C. Watson, Jr. (n) Mrs. J. B. Smith (cl)	J. B. Smith
MINERAL WELLS 7,890	Index (e) 1,123	.017	....	(I-D) (J) (168)	Index Ptg. Co.	S. E. Miller				
MT. PLEASANT 4,099	Times (e) 500	.011	....	(D) (J) (4)	P. R. Masters	P. R. Masters				
NACOGDOCHES 6,000	Sentinel (e) 1,175	.025	....	(D) (AP) (none)	Daily & Weekly Sentinel	Giles M. Haltom	J. Matthew Dudley	Giles M. Haltom	Alger Jones	
NAVASOTA 5,060	Examiner (e) 750	.014	....	(D) (INS) (none)	George T. Spears J. G. Whitten					
ORANGE 9,212	Leader (e) 2,650 Sunday edition (S) 2,650	.03 .03	.027 .027	(I-D) (AP) (J) (27)	Orange Ptg. Co.	H. R. Horton		J. E. Day A. D. Trahan (bm) Paul Watrous (cm)	James Quiggly	R. E. Whitmire A. D. Trahan (j)
PALESTINE 15,000	Herald (e) 1,571	.014	....	(I) (AP) (J) (168)	W. M. & H. V. Hamilton	W.M. & H. V. Hamilton	R. B. Ingle (sp)	C. C. Woodson L. E. Jones (cm)	W. M. & H. V. Hamilton	G. K. Steel
	Press (m) 2,230 Sunday edition (S) 2,230	.025 .025	....	(I) (UB) (†) (none)	C. C. Woodson J. S. McBeath	J. S. McBeath Ernest Jones	Mrs. Annie Gibson Robert Marshman (sp)	J. S. McBeath Smith Garrison (cm)	C. E. Woodson Mrs. J. S. McBeath (n) Mrs. Annie Gibson (cl)	E. L. Clark

FORT WORTH
and
WEST TEXAS

Where Business Is Good

AGRICULTURE

The principal crops of Texas last year exceeded in value those of the year before by almost $103,000,000.00. More farmers made a living at home. Bank deposits show more money on deposit than ever before in West Texas. Farm Loans are smaller than in years.

OIL

$15,000,000.00 worth of oil is produced each month in the Fort Worth Trade Territory. Production of natural gasoline in Texas last year was 49 per cent greater than the amount produced in 1926. The production of oil from the West Texas fields for 1928 bids fair to be greatest of any year yet.

LIVE STOCK

Over $80,000,000.00 in cash was paid on the Fort Worth market for live stock last year. This is about half the total amount received by the Stockmen of West Texas last year. Live stock prices are higher now than at any time since the war.

MANUFACTURING

The last United States Census of Manufacturers shows that Texas leads the nation in the increase of manufactured goods. This increase was 11 per cent of the total gain. More and more concerns are turning to Texas to solve their problems of production.

This wonderfully rich market can be easily reached with the FORT WORTH STAR & RECORD TELEGRAM. A circulation of more than 125,000 daily and Sunday. The largest circulation in Texas or the South. A circulation built without the aid of premiums, contests or any high powered circulation schemes.

Just A Newspaper
Covering more than 1,100 Towns

FORT WORTH STAR-TELEGRAM
RECORD-TELEGRAM
DAILY AND SUNDAY

More than 125,000 Daily and Sunday

LARGEST CIRCULATION IN TEXAS

AMON G. CARTER
President and Publisher

Charter Member
Audit Bureau of Circulations

A. L. SHUMAN
Vice-President and Adv. Dir.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

TEXAS (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
PAMPA	News									
10,000	(e) 1,745	.03	....	(I) (AP) (J) (168)	Nunn-Warren Pub. Co., Inc.	Olin E. Hinkle		D. M. Warren Nathan Jones (cm) Philip R. Pond (bm)	Philip R. Pond Paul I. Oder (n)	R. I. Trimble A. A. Tetts (j)
	Sunday edition									
	(S) 1,745	.03	....							
PARIS	Dinner Horn									
25,000	(e) Free	.057	.057	(D) (UP) (none)	Walter E. Boyd	B. Hooks Boyd		David F. Hodges		F. M. Ellis
	News									
	(m) 5,720	.04	.025	(D) (AP) (168)	North Texas Pub. Co.			Guy S. Caldwell Reagan Hurt (bm)	Ben W. Poole Reagan Hurt (m)	Clyde Newell
	Sunday edition									
	(S) 6,300	.04	.025							
PORT ARTHUR	News									
45,000	(e) 8,520	.05	....	(I-D) (AP) (27)	News Pub. Co.	R. O. Zollinger (ms)	Ted Hutchinson T. T. Hunt (sp)	James E. Day H. Nogle (cm)	J. R. Sadler B. I. Martin (n) Hugh Graham (cl)	Edw. Schumann
	Sunday edition									
	(S) 8,787	.05	....							
RANGER	Times									
16,205	(e) 3,159	.03	....	(I-D) (UP) (J) (168)	Walter Murray	George Kelley	G. L. Coleman (sp)	Walter Murray C. Sandefur (cm)	George Manning	F. D. Hicks E. Jenkins (j)
	Sunday edition									
	(S) 3,334	.03	....							
SAN ANGELO	Standard									
22,000	(e) 6,529	....	....							
	Times									
	(m) New Daily	....	....	(D) (AP) (†) (168)	Houston Harte	Dean Chenoweth Houston Harte	John B. Brewer Sam Ashburn (sp) Mrs. Lee Gentry (Su)	Houston Harte Herbert Taylor (bm) Minor Shutt (cm)	Robert W. Jacobs Herbert Taylor (n)	Ben F. Roster
	Combined Daily									
	(me) 6,529	.06	.03							
	Sunday edition									
	(S) 7,611	.06	.02							

Note—Morning Times began publication Jan. 1, 1928. Publishers guarantee 10,000 circulation on combined daily editions.

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
SAN ANTONIO	Express									
255,000	(m) 35,949	....	....							
	News									
	(e) 39,847	....	....	(I-D) (AP,CP) (mer) (†) (E) (26)	Express Pub. Co.	M. M. Harris A. W. Grant (M) (me) A. W. Wallisor (E) (me) George W. Witting (Su)	Edward J. Spill (M) Hubert Roussel (E) F. W. Mosebach (M) (sp) M. R. Gill (E) (sp)	Frank G. Huntress C. W. S. Lenett (cm)	J. B. Higdon John E. McComb (n) H. W. Connell (cl)	
	Combined daily									
	(me) 75,796	.20	....							
	Sunday edition									
	(S) 60,673	.15	....							
	Light									
	(e) 37,205	.11	.09	(I) (AP,INS,US) (mer) (†) (128-107-168)	William McIntosh	William McIntosh P. M. Barrett	J. F. Nolan Harold Schweitz (sp) M. S. Bowman (Su)	William McIntosh Ed Campbell (cm)	R. J. Horner C. Treuter (cl)	
	Sunday edition									
	(S) 63,353	.15	.11							
SAN BENITO	Light									
10,000	(e) 1,005	.021	.018	(I-D) (UP) (J) (none)	San Benito Pub. Co.	W. D. Holland Harry Foehner		W. D. Holland		D. D. Nuckolls
SHERMAN	Democrat									
20,000	(e) 5,071x	.035	.035	(D) (AP) (†) (168)	Sherman Democrat, Inc.	J. Newell Johnston	E. J. Parker W. J. White (sp)	A. G. Mayse Geo. H. Wilcox (bm) H. A. Padou (cm)	E. M. Hampton Beatrice Baxter (n) Ollie Mae Ivey (cl)	H. A. Mabry
	Sunday edition									
	(S) 5,071	.035	.035							
SULPHUR SPRINGS	News-Telegram									
6,500	(e) 1,485	.014	....	(I) (AP) (J) (168)	J. S. Bagwell Eric Bagwell	J. S. Bagwell	Gertrude Bullock Eric Bagwell (sp)	Eric Bagwell J. H. McClemons (cm)	Marvin Myers	E. R. Chamberlin B. O. Taylor (j)
	Sunday edition									
	(S) 1,485	.014	....							
SWEETWATER	Reporter									
7,500	(e) 2,200	.025	....	(I) (UP) (J) (none)	Sweetwater Reporter, Inc.	H. M. Colbert		Sidney C. Mason (bm)		
	Sunday edition									
	(S) 2,200	.025	....							
TAYLOR	Press									
7,000	(e) 3,050	.025	.021	(I) (AP,UP) (J) (169)	Press Co.	George B. Peeler E. S. Peeler	E. S. Peeler	George B. Peeler E. Dean (bm) P. Hornsby (cm)	E. Dean P. Hornsby (cl)	D. Bugg Luke Darrall (j)
TEMPLE	Telegram									
15,000	(m) 7,751	.05	.036	(D) (AP) (†) (168)	E. K. Williams	Charles W. Ingram	Allen Baker D. M. Tooke (sp)	E. K. Williams Walter Brightwell (cm)	J. Lee Worst	G. A. Nelson
	Sunday edition									
	(S) 8,128	.05	.036							
TERRELL	Tribune									
10,000	(e) 3,486	.025	....	(I) (UP) (none)	Tribune Pub. Co.	E. Y. Horn Fred I. Massengill	H. Galbraith	Fred I. Massengill George L. Gray (cm)	Fred I. Massengill (n) E. Lowrie (cl)	Grady Ward
TEXARKANA	Gazette									
30,609	(m) 10,173x	....	....	(I-D) (AP) (168)	D. W. Stevick	D. W. Stevick H. B. Humphrey	Virgil S. Beck (news)	D. W. Stevick J. A. McDermott		
	News									
	(e) 1,688x	....	....							
	Combined daily									
	(me) 11,861x	.07	....							
	Sunday edition									
	(S) 10,659x	.07	....							
TIMPSON	Times									
1,526	(e)	.011	....	(D) (d) (4)	Timpson Ptg. Co.	T. J. Molloy S. Winfrey				
TYLER	Courier-Times									
17,500	(e) 2,671	.029	.018	(D) (AP,INS) (J) (none)	Courier-Times Pub. Co.	H. A. McDougal	T. B. Butler	Mrs. D. J. Hanks Roy C. Owens (cm)	C. L. Estes (local) Mrs. D. J. Hanks (n)	J. H. Cox J. R. Burnett (j)
	Sunday edition									
	(S) 2,671	.029	.018							
VERNON	Record									
11,560	(e) 2,918	.03	.025	(D) (AP) (J) (70)	Vernon Record, Inc.	R. H. Nichols W. D. Dixon	W. D. Dixon Sutton Christian (sp)	R. H. Nichols Ben Parham (cm)	E. A. Vernon Robert K. Tabor (cl)	A. C. Smith J. A. Baird (j)
VICTORIA	Advocate									
5,957	(e) 960	.014	....	(D) (none)	George H. French	Leo Morris				
	Sunday edition									
	(S) 960	.018	....							
WACO	News-Tribune									
55,000	(m) 20,310	....	....	(D) (AP,UP,INS) (†) (27)	Southern Pub. Co. E. S. Fentress	Frank Baldwin	E. J. Wathall H. H. Tucker (M) (sp) George Fall (E) (sp)	S. D. Jones W. D. Wolfe (cm)	W. A. Little H. M. Fentress (n) A. A. Oxford (cl)	W. R. Caldwell
	Times-Herald									
	(e) 15,110	....	....							
	Combined daily									
	(me) 35,420	.12	....							
	Sunday edition									
	(S) 21,095	.12	....							
WAXAHACHIE	Light									
12,000	(e) 2,475	.032	....	(I-D) (UP) (4)	Enterprise Pub. Co.	Ed McElroy Floyd Casebolt	Ward Lusk Lester Jordan (sp)	E. McElroy	H. E. Herring Ed McElroy (cl)	John Flowers
WEATHERFORD	Herald									
7,958	(e) 1,325	.014	....	(D) (AP) (J) (d) (none)	Herald Pub. Co.	H. E. Letson				
WESLACO	News									
7,500	(e) 2,152	.025	.025	(I-D) (UP) (J) (39)	Edmund P. Williams	Edmund P. Williams	Edwina Duer Williams	M. Meek (cm)	M. Meek (cl)	A. Halla, Jr. H. R. Hamilton (j)
WICHITA FALLS	Record-News									
60,000	(m) 17,764	.06	....	(I-D) (AP,US) (†) (mer) (27)	Record-News Co.	Henry C. Fulcher (me)		D. M. Bernard (bm)	Walter Doney W. P. Nash (bm)	W. W. Williams
	Sunday edition									
	(S) 18,603	.06	....							
	Times									
	(e) 22,431	.08	.05	(D) (AP) (94)	Times Pub. Co.	B. D. Donnell	Bentley Nelson A. L. Parker (sp)	Ed Howard Rhea Howard (bm) W. E. Rutledge (cm)	Voyle N. Armstrong D. Kinney (n) Wesley Turnbow (cl)	John W. Dobbs
	Sunday edition									
	(S) 22,210	.08	.05							
YOAKUM	Herald									
6,500	(e) 1,210	.021	.015	(I) (AP) (J) (39)	H. D. Meister	T. H. Richter H. D. Meister	T. H. Richter	H. D. Meister Fanny M. Rush (cm)	DeWitt Foth H. D. Meister (n)	H. D. Meister (j)
	Sunday edition									
	(S) 1,265	.021	.015							
	Times									
	(m) 721	.013	.013	(D) (J) (d) (none)	H. A. Lindenberg	H. A. Lindenberg				H. A. Lindenberg
	Sunday edition									
	(S) 721	.013	.013							

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

UTAH

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
LOGAN	Journal									
10,000	(e) 1,976	.025	.025	(I-D) (AP) (J) (173-180)	Jesse Earl	Augustus Gordon J. C. Allen, Jr.	Augustus Gordon J. C. Allen, Jr. (sp)	Charles England (bm) Jesse Earl (cm)	Charles England W. C. England (cl)	J. H. England
OGDEN	Standard-Examiner									
46,000	(e) 10,782	.06	.054	(I) (AP,CP) (†) (12-15)	J. U. Eldredge, Jr., and A. L. Glasmann	A. L. Glasmann Darrell J. Greenwall	James E. O'Connor Al Warden (sp)	J. U. Eldredge, Jr. H. E. Gibson (bm)	J. Wayne Eldredge W. R. McBride (n) R. V. Glasmann (cl)	Mike Johnson
PROVO	Herald									
16,000	(e) 3,796	.03	.025	(I) (UP)	Herald Corp.	N. Gunnar Rasmuson	R. W. Goodell	N. Gunnar Rasmuson F. K. Singleton (bm) Helen Hatch (cm)	Jesse Clark F. K. Singleton (n) Helen Hatch (cl)	
	Sunday edition (S) 4,519	.04	.03							
SALT LAKE CITY	Deseret News									
138,000	(e) 36,237x	.09	.064	(I) (AP, INS. CP) (44-45)		Harold Goff	H. H. Walker L. Goates (sp)	B. F. Grant J. M. Kirkham (bm) J. R. Whitney (cm)	A. Jenkins D. P. Thomas (cl)	June Harron W. Birkenshaw (j)
	Telegram									
	(e) 21,373x	.08	.053	(I) (AP,UP) (†) (172-15)	A. L. Fish	Robert C. Elliott	Harvey Hancock Lon Richardson (sp) Robt. C. Elliott (Su)	A. L. Fish Thomas J. Mullin (bm) W. V. Wiegand (cm)	Thos. J. Mullin Edward D. Robb (n) Ralph Davidson (cl)	George Emagn
	Sunday edition (S) 24,926x	.09	.053							
	Tribune									
	(m) 44,244x	.09	....	(I) (AP,CT) (mer) (†) (E) (9-126)	Tribune Pub. Co.	E. H. Holden G. B. Heal	Forest Lowry Barney Flanagan (sp)	H. F. Robinson W. B. Wilson (cm)	J. M. Van Steeber C. D. Brown (n) W. O. Sessions (cl)	
	Sunday edition (S) 70,373x	.13	....							

VERMONT

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BARRE	Times									
11,000	(e) 7,192	.03	....	(I) (AP) (121)	Frank E. Langley	Dean H. Perry		Frank E. Langley		
BENNINGTON	Banner									
11,500	(e) 3,224	.02	.02	(I) (AP) (121)	C. J. Kinsley	Ed P. Howe	Paul C. Howe C. J. Kinsley (sp)	Frank E. Howe Paul C. Howe (cm)	A. M. Morrissey	
BRATTLEBORO	Reformer									
10,000	(e) 3,535	.02	.02	(I) (AP) (121)	Howard C. Rice		W. A. Gilbert			J. J. Austin
BURLINGTON	Free Press									
26,000	(m) 14,757	.06	....	(I-R) (AP) (†) (J) (105-121)	Free Press Ass'n	J. L. Southwick (me)	W. B. Gates F. L. Freeman (sp)	W. R. Howe (bm) D. W. Howe (cm)	B. D. Burdick D. W. Howe (n)	
	News									
	(e) 4,770	.04	....	(I) (AP) (147)	H. Nelson Jackson	H. Nelson Jackson				
MONTPELIER	Argus									
8,591	(e) 3,717	.015	....	(I) (AP) (J) (d) (121)	Morris Fletcher Atkins	M. F. Atkins				
RUTLAND	Herald									
16,000	(m) 11,815	.055	.034	(I-R) (AP) (121)	Wm. H. Field	H. W. Hindley	Geo. Kirk	L. R. Noble (bm) Leroy V. Chew (cm)		
ST. ALBANS	Messenger									
7,500	(e) 3,073	.015	.015	(R) (AP) (J) (121)	Messenger Co.	M. R. Vail	J. H. Fountain	M. R. Vail	Donald H. Hill	William Collins M. R. Vail (j)
ST. JOHNSBURY	Caledonian-Record									
9,100	(e) 4,062	.02	.015	(I) (AP) (121)	Caledonian-Record Co., Inc.	Herbert A. Smith	Harold Senior	Herbert A. Smith	Herbert A. Smith	Glenn E. Perry

VIRGINIA

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ALEXANDRIA	Gazette									
25,000	(e) 4,577	.035	.03	(D) (UP) (144)	Gazette Corp.	C. C. Carlin, Jr. J. W. Tulloch	M. T. Dwyer J. W. Tulloch (sp)	C. C. Carlin, Jr. E. O. Rammel (cm)	J. L. Reenstjerna Mrs. James Walker	H. L. Pherr
BRISTOL	Herald Courier									
30,000	(m) 8,821x	....	....	(I-D) (UP,AP) (†) (12)						
	News Bulletin (e) 3,537x	....	....							
	Combined daily (me) 12,358x	.07	.06	(I-R) (UP,AP) (†) (12)	Bristol Pub. Co.	H. Dove (m) R. Gilmer (e) Ted Gilmer (me-m) W. Crockett (me-e)	C. M. Jones, Jr. (sp-m) W. E. Crockett (sp-e)	C. J. Harkrader Munsey Slack	E. W. Russell W. C. Wood (n) Sidney Cofer (cl)	
	Sunday edition (S) 10,772x	.07	.06							
CHARLOTTESVILLE	Progress									
10,688	(e) 4,819	.025	....	(D) (none)	J. H. Lindsay	J. H. Lindsay				
CLIFTON FORGE	Review									
6,500	(e) 1,393x	.017	.015	(D) (INS) (J) (none)	Clifton Forge Review, Inc.	George O. Greene		M. Botts Lewis		
COVINGTON	Virginian									
7,500	(e) 2,583	.025	.025	(I) (UP, INS) (†) (J) (131-5)	Covington Virginian, Inc.	Richard F. Beirne	T. G. Massie Guy Rice (sp)	J. L. Goodman (bm) Chris Jennings (cm)	J. L. Goodman M. L. Hudson (cl)	F. E. Delaney Connie Cook (j)
DANVILLE	Register									
27,000	(m) 4,939	....	....							
	Bee (e) 11,025	....	....							
	Combined daily (me) 15,964	.06	.055	(D) (AP,INS) (†) (63-103)	Rorer A. James, Jr.	Rorer A. James, Jr. W. S. Meacham (m) Gerard Tetley (e)	Arthur Davidson (m) Gerard Tetley (sp-e)	H. B. Trundle A. A. Farley (cm)	C. A. Eury M. P. Fox (cl)	
	Sunday edition (S) 10,270	.07	....							
	Evening & Sunday (es) 21,295	.07	.06							
FREDERICKSBURG	Free Lance-Star									
6,647	(e) 5,225	.03	....	(D) (AP) (59)	Free Lance Pub. Co.	John P. Rowe, Jr.				
HARRISONBURG	News-Record									
6,250	(m) 7,262x	.035	.027	(I) (AP) (J) (176)	Rockingham Pub. Co., Inc.	John R. Crown	J. R. Lineweaver	H. F. Byrd Geo. W. Berry (bm) R. P. Keezell (cm)	H. B. Slaven	R. C. Hughes (j)
HOT SPRINGS	Homestead News									
1,500	(e) 900	.025	.05	(R) (131-5)	I. G. Mulligan	Henry Kirk	Henry Kirk	J. L. Goodman (cm)	R. G. Hughes (cl)	
	Swallow (e) 500	.05	.05	(131-5)						
LYNCHBURG	News									
40,000	(m) 8,864x	....	....							
	Advance (e) 6,746x	....	....	(D) (AP,NYW) (63)	Carter Glass & Sons	Robert Glass (m) Carter Glass, Jr. (e) Powell Glass	H. L. Johnson (m) H. H. Parker (e) M. Aperson (sp-m) H. F. Miley (sp-e)	M. K. Duerson (bm) H. S. Shaner (cm)	R. Chess McGhee	M. P. Tanner
	Combined daily (me) 15,610x	.055	.05							
	Sunday edition (S) 10,297x	.055	....							
NEWPORT NEWS	Press									
41,500	(m) 5,507	....	....							
	Times Herald (e) 8,473	....	....	(I-D) (AP) (26)	Daily Press, Inc.	W. S. Copeland	L. T. Jester Ding Price (sp)	L. E. Pugh (bm) W. R. Roane (cm)	M. R. Hoyle L. E. Pugh (n) Helen Siegrist (cl)	H. C. Diggs
	Combined daily (me) 13,980	.05	....							
	Sunday edition (S) 9,141	.05	....							
NORFOLK	Ledger Dispatch									
179,100	(e) 43,192	.12	.07	(I-D) (AP,UP) (†) (26)	S. L. Slover	Douglas Gordon	J. E. Shank Tom A. Hanes (sp)	P. S. Huber N. N. Hill (cm)	F. S. Cook P. S. Huber (n) Lewis Causey (cl)	
	Virginian-Pilot									
	(m) 42,322	.10	....	(I-D) (AP,INS) (†) (E) (22)	Virginian & Pilot Pub. Co. L. D. Starke (Pres.)	L. I. Jaffe Winder R. Harris	John Spencer Samuel T. Potts (sp) W. R. Harris (Su)	Robert E. Turner C. C. Bower (bm) R. J. Marks (cm)	E. M. Rosenberger W. J. Gwathmey (n) H. Thos. Dee (cl)	Wm. Olsen
	Sunday edition (S) 44,149	.12	....							
PETERSBURG	Progress-Index									
37,000	(e) 9,365	.05	.03	(D) (AP) (†) (25)	Petersburg Newspaper Corp.	Walter Edw. Harris J. Curtis Lyons	J. C. Lyons David Lidman (sp) J. C. Lyons (Su)	R. H. Ryan J. E. Inge (cm)	R. E. Brown E. B. Coleman (n) Frank Fletcher (cl)	J. B. Jackson
	Sunday edition (S) 9,365	.05	....							

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

VIRGINIA (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 17	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
PORTSMOUTH 9,000	Star (e) 7,416 Sunday edition (S) 7,416	.04 .04	....	(I-D) (AP) (25)	Norman R. Hamilton	Norman R. Hamilton				
PULASKI 9,000	Southwest Times (e) 3,437 Sunday edition (S) 3,437	.03 .03	.025	(I) (INS) (†) (5)	Southwest Pub. Co. Inc.	Paul Cline	C. W. Bushong	Paul Cline H. R. Imboden (bm)	H. R. Imboden Paul Cline (n(	H. M. Brookman
RICHMOND 225,000	News Leader (e) 67,449	.16	.12	(D) (AP,CP) (97)	John Stewart Bryan	Douglas S. Freeman John S. Bryan	Earl Sowers Wm. T. Christian (sp)	Allen Potts Lee I. Sullivan (cm)	T. Kivlighan, Jr. Allen Potts (n) Lewis N. Little (el).	J. C. Drinard
	Times-Dispatch (m) 54,154 Sunday edition (S) 60,375	.14 .16	.10 .115	(AP,US,INS) (*Su) (†) (E) (26)	C. P. Hasbrook	L. M. Blakeley E. C. Pollard	F. D. Woolworth Robt. C. Harper (sp) Fred Kosslow (Su)	C. P. Hasbrook R. B. Huber (bm) W. G. Morris (cm)	H. R. Weaver J. A. Hecke (el)	H. O. Burke
ROANOKE 67,000	Times (m) 15,120x	....	....							
	World-News (e) 14,728x	....	....							
	Combined daily (me) 29,848x	.09	.07	(D) (AP,UP,CP) (63)		H. P. Chapman (m) J. P. Fishburn (e) W. Atkinson (me-m) W. C. Stouffer (me-e)	Wm. Atkinson (sp)	W. E. Thomas E. C. Lugar (cm)	H. F. Donalson W. E. Thomas (m) F. C. Flora (el)	
	Sunday edition (S) 18,523x	.09	....							
	Evening & Sunday (es) 33,251	.10	....							
STAUNTON 12,500	News-Leader (m) 4,915x	....	....							
	Leader (e) 2,187x	....	....	(D) (AP) (70)	Leader Pub. Co.	E. Sheppe, Jr. (m) R. D. Haislip (e) H. L. Opie	J. B. Burwell (m) E. L. Knowles (e) F. J. Naff (sp) E. W. Opie (Su)	H. L. Opie Mrs. C. K. Brown (bm) A. S. Morton (cm) G. H. Powell (cm)	E. W. Opie Mrs. C. K. Brown (n) E. W. Opie (el)	L. S. Merriken
	Combined daily (me) 7,102x	.045	.0285							
	Sunday edition (S) 5,243x	.045	....							
SUFFOLK 12,000	News (e) 4,057	.032	....	(I) (AP) (39)	Parker R. Anderson					
WINCHESTER 10,100	Star (e) 4,564x	.025	.015	(AP) (J) (176)	H. F. Byrd	H. F. Byrd	John Hoover	R. S. Fansler (bm)	R. S. Fansler	C. W. Brown B. March (j)

WASHINGTON

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 17	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ABERDEEN 23,000	World (e) 7,049	.04	.04	(R) (AP,UP) (†) (172-68)	W. A. Rupp	W. A. Rupp C. J. Glasier	Harold Olson Fred Hampson (sp)	W. A. Rupp Russell V. Mack (bm) P. Foelkner (cm)	C. H. McCormick H. Madison (n) V. McConnell (el)	Ed Skrondal B. A. McKern (j)
BELLINGHAM 35,000	American (e) 4,658	.03	....	(I) (UP) (126)	American Pub. Co.	L. H. Darwin	Chas. E. King (sp)	L. H. Darwin A. M. Crews (cm)	L. H. Darwin	
	Herald (m) .... (e)	....	....							
	Combined daily (me) 18,370	.08	.08	(R) (AP) (E) (172)	S. A. Perkins	W. C. Carver Hallock Reeves	Pat Scott Hallock Reeves (Su)	Frank I. Sefrit C. L. Sefrit (ass't.) E. G. Earle (bm) M. W. Blondin (cm)	W. T. Wetherall E. G. Earle (n) Frank Williams (el)	E. C. Holt
	Sunday edition (S) 18,370	.07	.07							
BREMERTON 16,000	News-Searchlight (e) 3,692	.035	.03	(I) (UP,AP) (126)	W. B. Jessup & Sons, Inc.	Wallace B. Jessup Wilford L. Jessup	Wilford L. Jessup E. A. Perdue (sp)	John H. Jessup M. E. Jessup (cm)	Kenneth E. Moffett J. H. Jessup (n) C. B. Jessup (el)	Charles Sharp
CENTRALIA 8,500	Chronicle (e) 3,610	.035	....	(R) (AP) (J) (126)	Centralia Pub. Co.	Harry L. Bras	Vance B. Noel	R. W. Edinger (gm) J. M. Scott (cm)	D. F. Arthur	Henry A. Dunckley
ELLENSBURG 5,000	Record (e) 2,082	.025	.025	(I-R) (AP) (J) (68-149-65)	J. Clifford Kaynor			J. Clifford Kaynor V. Cunningham (cm).		
EVERETT 37,500	Herald (e) 14,235	.045	....	(I) (AP) (172)	Mrs. Gertrude D. Best	C. S. Colman (me)		Mrs. Gertrude D. Best	Henry Jeklin	
	News (m) 4,052 Sunday edition (S) 4,391	.036 .036	.036	(AP)	News Pig. Co.	A. R. Fenwick (me)	S. P. Donohoe H. Toole (sp) A. R. Fenwick (Su).	A. R. Fenwick C. L. Pearson (cm).	W. McDonald	J. Sorenson
HOQUIAM 14,848	Washingtonian (m) 4,383 Sunday edition (S) 4,385	.04 .04	.021	(R) (AP) (J) (126)	Albert Johnson	Mordon Smith	Kenneth Schell C. H. Peterson (sp).	Mordon Smith Norman C. Foote (cm).	J. L. Hartshorn	Geo. Williams
KELSO 7,500	Kelsonian-Tribune (e)	.03	....	(UP)	Kelso Pub. Co.	F. M. Ballam, Sr. D. F. McKenna		F. M. Dallam, Jr. (bm)		
LONGVIEW 11,617	News (e) 4,400	.045	.03	(I) (AP) (†) (J) (172)	J. M. McClelland	J. M. McClelland	D. M. Simonsen R. M. Anderson (sp).	J. M. McClelland S. N. Harrison (bm). E. A. McKee (cm)	S. N. Harrison M. A. Barton (el)	I. O. Hansen W. J. Edmonds (j)
MOUNT VERNON 4,500	Herald (e) 3,242	.03	....	(I) (AP) (J) (126)	Harry B. Averill	Harry B. Averill	Oliver Noce	Harry B. Averill John Wert (bm)	J. H. Forman	S. F. Scibird
OLYMPIA [illegible]	Olympian (m) .... (e)	....	....	(R) (AP) (†) (J) (172)	S. A. Perkins	J. L. B. Lewis	H. M. Lane	Earl McCallum J. E. H. Markle (bm) I. F. Rebmen (cm).	John E. H. Markle Oscar Adams (n)	Fred F. Chitty
	Combined daily (me) 5,183	.05	.05							
	Sunday edition (S) 4,217	.05	.05							
PORT ANGELES 11,287	News (e) 2,464	.035	.035	(R) (AP) (39-65)	E. B. Webster	W. D. Welch	Jack Hensen	John Schweitzer, Jr.	J. Harris Dorr	Frank Walsh
SEATTLE 472,428	Journal of Commerce (m) 4,750	.05	.04	(I) (UP) (J) (none)	Daily Journal of Commerce, Inc.	M. F. Brown	Milton Bean	O. J. David M. F. Brown H. S. Huppner (cm)	A. Simonds F. E. Ruffner (el)	R. Johnston
	Post-Intelligencer (m) 94,164	.24	.122	(I) (AP,INS,US) (mer) (†) (E) (36-184-86)	King Dykeman	Royal Brougham (me)	W. D. Chandler George Scherck (sp). Paul Donaldson (Su).	A. G. Williams (bm). H. T. Aust (cm)	W. E. Peters Norman Storm (n) Worth Wright (el)	R. W. Bandy
	Sunday edition (S) 154,360	.30	.177							
	Star (e) 87,556	.20	....	(I) (UP) (mer) (†) (72)	Star Pub. Co.	A. J. Ritchie Ray W. Felton	Leo Lassen (sp)	LeRoy Sanders (Pres.) F. W. Webster (bm). H. W. Parish (cm).	B. M. Bryant F. L. Taylor (n) B. W. Hoon (el)	
	Times (e) 89,312	.25	.28	(I-R) (AP,UP,CT) (*Su) (†) (E) (9)	C. B. Blethen	C. B. Blethen C. E. Brazier	Neal Jones Cliff Harrison (sp). R. J. Harvison (Su).	F. D. Hammons E. R. Powell (cm).	L. C. Snyder A. G. Bixby (n) Bert Hibbs (el)	A. F. Logan
	Sunday edition (S) 115,371	.25	....							
	Union Record (e) 28,108	.12	.08	(I) (INS) (126)	E. B. Ault	E. B. Ault Saul Haas	Ed Kamm	E. B. Ault Miskel Neylan (cm).	J. B. Winston	R. K. Latimer
SPOKANE 126,000	Chronicle (e) 41,962	.115	....	(I) (AP) (126-129)	Chronicle Co.	Henry Rising	Henry Pierce (news) R. S. Phillips (sp)	Arthur Hooker J. B. T. Marion (cm)	D. W. Roche Tom J. Turner (n). F. W. Martin (el).	W. D. Edmunds
	Press (e) 17,207	.05	.055	(I) (UP) (†) (72)	Press Pub. Co.	E. W. Jorgenson	Chester Reese Buck Weaver (sp)	Howard Parrish E. E. Everett (bm). H. A. Hanson (cm).	Glen Allen (el)	
	Spokesman-Review (m) 48,801	.14	....	(I-R) (AP) (mer) (†) (129-126)	Cowles Pub. Co.	George W. Dodds	Malcolm Glendinning. Eugene Russell (sp). Wilbur Hindley (Su).	J. F. Young C. H. Breed (cm)	B. F. Lacy Tom J. Turner (n) J. J. Tierney (el)	W. D. Edmunds
	Sunday edition (S) 56,877	.17	....							

1927 Was A Year Of Great Achievement In Richmond— 1928 Will Be Better!

1927 Witnessed:

—The high-point of a program of expansion which made Richmond the leading tobacco manufacturing center of the world and added 5,000 names to the payrolls of this one industry.

—The decision to locate the largest spontaneous industrial development in history—the $100,000,000 plant of the Allied Chemical and Dye Corporation—on the James River, 18 miles from Richmond.

—The coming of the DuPonts to Richmond with an $8,000,000 Rayon plant.

The full force of these developments was not felt in Richmond in 1927, because they did not arrive until the year was well spent. 1928 will see Richmond tobacco factories in full blast. It will see a great army of workers constructing the vast plant of Allied Chemical. The DuPont plant is to be nearly completed at the end of the year.

In this territory, where busy workers are building factories to employ still more labor, The News Leader has won the position of Virginia's Greatest Newspaper. Its circulation is the greatest in the Old Dominion, and it sells 97 per cent of its papers in Richmond and a trading radius of sixty miles. In Richmond, The News Leader sells 50,000 papers to 50,000 families.

National Representatives:

KELLY-SMITH COMPANY

Graybar Bldg., New York City. Waterman Bldg., Boston, Mass. Atlantic Bldg., Philadelphia, Pa. Tribune Tower, Chicago, Ill.

J. B. KEOUGH, CANDLER BUILDING, ATLANTA, GA.

The Richmond NEWS LEADER

Virginia's Greatest Newspaper

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

WASHINGTON (Cont'd)

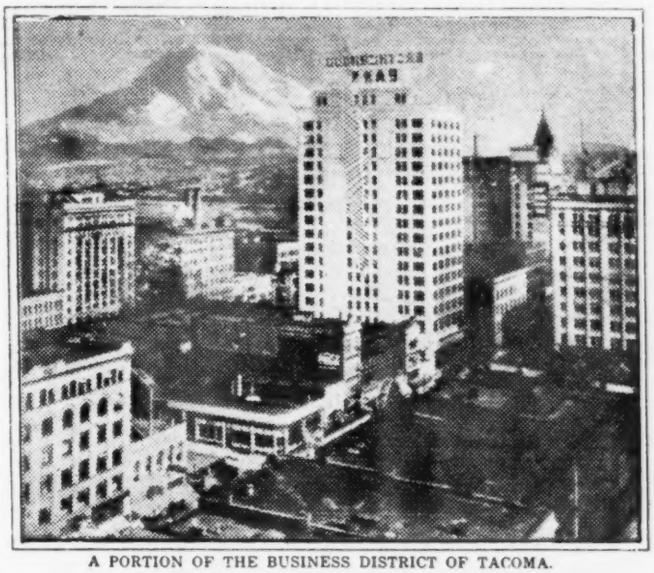
City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
TACOMA 108,000	Ledger (m) 21,672	.06	.04	(I) (AP) (†) (172)	Frank S. Baker	Frank S. Baker M. J. Mingo	Leonard Coatsworth Dan Walton (sp)	H. F. Lyness (cm)	F. W. Gould N. E. Inveen (n) L. F. Carlson (cl)	W. W. Vosburgh
	Sunday edition (S) 31,552	.10	.08							
	News Tribune (e) 35,592	.10	.08	(I) (AP) (†) (149-68-15)	Tribune Pub. Co.	Charles B. Welch	H. W. Lyman Elliott Metcalf (sp)	Charles B. Welch Wm. D. Lyness (cm)	S. S. Anderson G. K. Llewellyn (n) Harry J. Lynch (cl)	W. W. Vosburgh
	Times (e) 21,831	.07	.07	(I) (UP) (†) (72)	Times Pub. Co.	R. J. Benjamin	L. S. Langlow Jas. Mitchell (sp)	M. H. Voorhees Frank Naccarato (cm)	F. W. Power L. Larson (n) A. O. Andreasen (cl)	
VANCOUVER 18,500	Columbian (e) 4,019	.04	.033	(I) (AP) (†) (126)	Herbert J. Campbell	Herbert J. Campbell	Raymond Bachman Erwin Reiger (sp)	Herbert J. Campbell L. S. Hansen (bm)	S. T. Hopkins Francis Higby (n) B. H. Kreis (cl)	Chas. Whitmore
WALLA WALLA 18,087	Bulletin (e) 6,016	.04	....	(I) (AP) (†) (J) (149-68)	J. G. Kelly	J. G. Kelly Sherman Mitchell	Sherman Mitchell (Su)	J. G. Kelly F. G. Mitchell (bm) F. C. Roecker (cm)	Donald Wike F. G. Mitchell (n) Donald Wike (cl)	E. S. Londagin John S. Ore (j)
	Sunday edition (S) 5,905	.04	....							
	Union (m) 3,114	.029	.021	(R) (AP) (J) (88)	D. W. Ift	R. W. Fisher	Lyman Lynn Alfred McVay (sp)	D. W. Ift K. K. Williams (bm) C. D. Saxon (cm)	K. K. Williams C. R. Baxter (cl)	Arthur Denton Lesne Anger (j)
	Sunday edition (S) 3,174	....	....							
WENATCHEE 11,000	World (e) 8,095	.05	....	(R) (AP) (E) (148-68)	World Pub. Co.	Rufus Woods E. H. McPherson	Ben E. Bothun Paul Stoffel (sp)	Rufus Woods K. P. Sexton (bm)	M. M. Gardner E. C. Casebeer (cl)	Walter Neubert
YAKIMA 25,947	Herald (m) 6,397	.04	.043	(I) (AP) (†) (149-68-65)	W. W. Robertson	Paul Neil	Don Dent J. Thomas (sp) Monte Snow (Su)	Ted Robertson Murray Clark (cm)	Roger Neal S. O. Spring (n) S. B. Baldwin (cl)	Porter Hotchkiss Ben Smith (j)
	Sunday edition (S) 10,972	.05	.054							
	Republic (e) 6,671	.04	.043	(R) (AP) (†) (149-68-65)	W. W. Robertson	W. W. Robertson Soesther Anthon	Soesther Anthon M. McConnell (sp)	Ted Robertson Murray Clark (cm)	W. P. Ridgeway S. O. Spring (n) S. B. Baldwin (cl)	Porter Hotchkiss Ben Smith (j)
	Combined daily (me) 13,068	.07	....							

WEST VIRGINIA

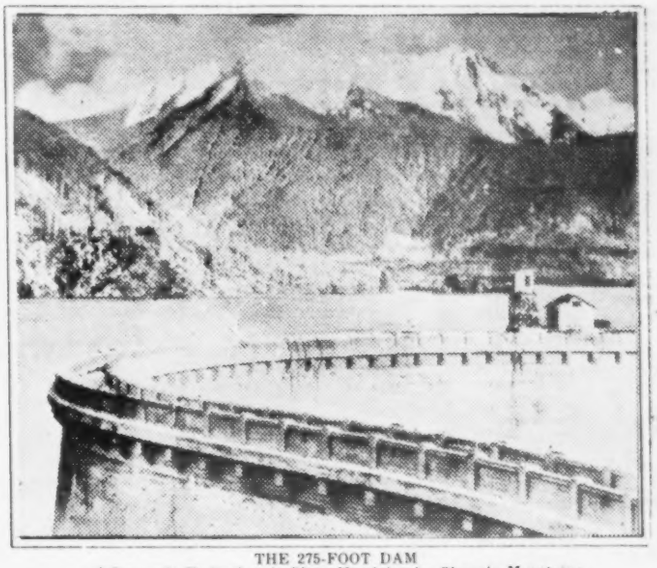
City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BECKLEY 12,000	Post-Herald (m) 6,753	.035	.028	(R) (US) (J) (52)	Beckley Pig. Co.	E. H. Adsit	Samuel Freedman C. J. McQuade (sp)	E. H. Adsit C. J. McQuade (cm)	E. H. Adsit	W. N. McCartney (j)
BLUEFIELD 30,000	Telegraph (m) 12,943x	....	....	(I-R) (AP)	Hugh Ike Shott	Hugh I. Shott (m) W. K. McDowell (e)	M. Worthington (m) H. I. Shott, Jr. (e) V. L. Currence (sp-m) Sterett O. Neil (sp-e)	Jim H. Shott (V.P.) B. L. Early (Sec.-Treas.) R. L. Longworth (cm)	F. S. Buchanan Miss E. R. Bond (n) C. S. Henderson (cl)	R. N. Edwards H. L. Stephens (j)
	Sunset News & Times Leader (e) 3,519x	....	....	(D) (AP) (J) (E) (94) (AP,INS)						
	Combined daily (me) 16,462x	.07	.045							
	Sunday edition (S) 17,486x	.08	....							
CHARLESTON 60,000	Gazette (m) 21,975x	.08	.035	(I-D) (AP,US) (†) (52)	Wm. E. Chilton, Sr.	Wm E. Chilton, Jr.	Robert G. Murphy Ben Rober (sp)	Robert L. Smith A. H. Pruett, Jr. (cm)	H. E. Grace Gene Moore (cl)	J. D. Pike
	Sunday edition (S) 26,468x	.09	.039							
	Mail (e) 15,741	.06	....	(I-R) (AP,UP) (59)	Walter E. Clark					
	Sunday edition (S) 15,741	.06	....							
CLARKSBURG 33,443	Exponent (m) 14,558	....	....	(D)	Clarksburg Pub. Co.	H. G. Rhawn (m) W. L. Geppert (e)	M. R. Fullerton (e) Wade Pepper (sp-m) Leo F. King (sp-e) H. G. Rhawn (Su-m) W. L. Geppert (Su-e)	W. Guy Tetrick W. W. Powell, Jr., (bm) W. H. Childs (cm-m) J. Ed. Frye (cm-e)	George R. Snyder	A. W. Flyman (m) J. F. Shiever (e) H. Montgomery (j) Wilmot Eardley (j)
	Telegram (e) 16,360	....	....	(R) (AP) (J) (59)						
	Combined daily (me) 30,918	.10	....							
	Sunday edition (S) 31,879	.10	....	(I)						
ELKINS 8,000	Inter-Mountain (e) 2,600	.025	....	(R) (AP) (J) (59)	Chas. W. Teter	Chas. W. Teter				
FAIRMONT 23,000	Times (m) 6,628	....	....	(D)	Fairmont Newspaper Pub. Co.	C. E. Smith J. C. Herbert	Sutton Sharp Joseph Anwyll (sp) J. C. Herbert (Su)	W. J. Wiegel C. T. Bunner (cm)	A. Ray Mapel Minnie Rush (cl)	Emil Busam
	West Virginian (e) 7,251	....	....	(E)						
	Combined daily (me) 13,879	.065	.06	(AP) (†) (41)						
	Sunday edition (S) 8,147	.065	....							
	Daily & Sunday	.105	....							
GRAFTON 9,000	Sentinel (e) 3,275	.04	.04	(R) (AP) (J) 41)	Howard H. Holt	Howard H. Holt	Jno. S. Palmer F. S. Schroeder (sp)	Howard H. Holt		W. E. Brown
HINTON 9,000	News (e) 1,734	.025	.018	(I) (AP)	Daily News, Inc.	O. J. Hale	O. J. Hale John Faulconer (sp)	O. J. Hale	O. J. Hale A. E. Clayden (n)	C. E. Henne
HUNTINGTON 80,000	Herald Dispatch (m) 14,707	.10	....	(R)	Dave Gideon (m) J. H. Long (e)	Boyd Jarrell (m) C. A. Wellman (e) Walker Long (me)	J. Clendennin (m) W. S. Reynolds (e) Duke Ridgely (sp-m) Bill Bess (sp-e) H. R. Pinckard (Su)	Luther T. Long J. Branthoover (cm)	Ernest J. Lester V. Wiedman (n)	F. J. Hoback
	Advertiser (e) 15,560	.10	....	(D) (AP,UP,INS,US) (E) (94)						
	Combined daily (me) 30,267	.12	....							
	Herald Advertiser (S) 24,960	.10	.07	(I)						
KEYSER 8,500	Mineral News (e) 2,210	.021	....	(I-D) (mer) (J) (39)	W. H. Barger	W. H. Barger				
MARTINSBURG 14,992	Journal (e) 5,112x	.035	.035	(I) (AP) (J) (41)	C. W. Morrison			F. M. Townsend (bm) L. S. Irwin (cm)		
MORGANTOWN 20,000	New Dominion (m) 7,066	.035	.03	(D) (AP) (169)	Dominion Pub. Co.	Chas. E. Hodges	George A. Anderson Wm. Hart (sp)	E. F. Shultz John T. Hofman (cm)	Geo. B. Short E. F. Shultz (n) Evalyn Russell (cl)	B. N. Henry
	Post (e) 5,692	.03	.025	(R) (AP) (41)	W. Va. Newspaper Pub. Co.	J. Herbert Walker	J. Herbert Walker E. T. Gunning (sp)	J. Monroe Boyer Z. D. Hensell (cm)	J. Ross Murnane Guy E. Grafuis (cl)	Sherman T. Jacox
MOUNDSVILLE 11,660	Echo (e) 3,566	.02	....	(I) (AP) (J) (59)	S. C. Shaw					
	Journal (e)	.011	....	(R)	R. J. Smith	R. J. Smith				
PARKERSBURG 25,000	News (m) 7,530	.03	.019	(R) (AP) (144)	E. A. Brast	Edw. McGrail (me)	Charles L. Hurst	Edw. McGrail (bm)	V. M. McGrail F. L. Buxton (n) L. B. Hannaman (cl)	E. B. Elliston
	Sunday edition (S) 8,884	.03	....							
	Sentinel (e) 9,898	.035	.025	(D) (AP) (41)	Sentinel Co.	John W. Fischer	Herbert C. Adams James Young (sp)	W. E. Ingersoll Torrence Lytle (cm)	G. H. Keenan M. O. Nelson (n)	Frank R. Gates
SISTERSVILLE 3,300	Review (e) 1,150	.022	....	(R) (INS) (J) (169)	Oil Review Pub. Co.	R. C. Heinlein J. H. Thornton	S. L. Miller	J. H. Thornton	W. J. Lytle	R. L. Clegg
WELCH 7,110	News (e) 5,129	.025	.023	(R) (AP) (J) (41)	Welch Pub. Co.	W. R. Keyser (me)	J. Roy Fuller C. H. Hardison (sp)	W. R. Keyser (bm) F. M. Utt (cm)	L. L. Drewry	C. M. Ireson
WELLSBURG 7,000	Herald (e) 1,208	.02	.02	(I-R) (INS) (41)	Herald Pub. Co.	Geo. B. Larrimore		Geo. S. Larrimore	Geo. S. Larrimore (n)	Earle Dueley

(From the New York Times)

Tacoma, A City of Remarkable Beauty and Progress



A PORTION OF THE BUSINESS DISTRICT OF TACOMA.



THE 275-FOOT DAM
of Tacoma's Hydroelectric Plant No. 2 in the Olympic Mountains.

"I AM Tacoma, monarch of the Coast!
Uncounted ages heaped my shining snows;
The sun by day, by night the starry host,
Crown me with splendor; every breeze that blows
Wafts incense to my altars; never wanes
The glory my adoring children boast,
For one with sun and sea Tacoma reigns."

A "monarch"—well chosen is the poet's epithet, for truly Mount Tacoma holds sovereign sway over the region within its gaze and stands imperial guard at the very portals of the city of Tacoma.

A glistening mass of rock, ice and vapor, the mountain towers majestically 14,409 feet toward the dome of heaven, one of the highest snow-capped peaks in the United States. Although fifty-six miles from the center Tacoma, it seems but a stone's throw away, an ever-present inspiration to those who live almost within its shadow.

The City of Tacoma is built around an arm of Puget Sound, known as Commencement Bay, whose abruptly rising shoreline, in some places amounting to steep bluffs, allows a varied architectural design for the many beautiful homes and villas on the steeper slopes overlooking the bay. The city lies on level ground which stretches back from the bluffs to a hinterland of open prairies and evergreen forests, thickly dotted with prosperous farms and small ranches.

Visitors are impressed by the loveliness of the gardens in the city, with their perennial green lawns and profusion of colorful flowers. Even the humblest citizen is likely to have his garden, each one seeming to vie with his neighbor for variety and charm of effect.

This esthetic taste, mingled with civic pride, is expressed also in the public parks, of which there are twenty-three.

Not only is Tacoma a very beautiful city, but it has assumed a place of dominance in the commercial world. The municipally-owned Port of Tacoma has piers which cover an area of 280 acres and is served by four transcontinental railroads directly connected to its tracks through the City of Tacoma Belt Line Railroad without switching charges. Over 60 steamship companies operate to and from Tacoma's harbor.

Exports and imports for the year 1925, coastwise vessels excluded, amounted to 4,364,240 tons, with a value of $181,738,520. Of the four railroads serving Tacoma, two have terminal shops there and give employment to thousands of men. Tacoma is to the lumber industry what Pittsburgh is to the steel industry or what Detroit is to the automobile industry.

SUNSET IN THE HARBOR OF TACOMA
© Norman Edson

It has the largest production of fir doors, fir veneers and panels in the world, and manufacturers more forest products than any other city in America, justifying its designation as "The Lumber Capital of America."

During 1925 the lumber cut in the Tacoma district amounted to 1,472,732,360 feet. The shingles cut for the same year was 452,466,300. In the manufacture of doors Tacoma stands pre-eminent and has within its borders the largest door manufacturing concern in the world. The output of doors for 1925 was 4,507,894. Tacoma-made doors swing in homes all over the world.

Tacoma has not only achieved fame with its lumber industry, but has proved itself one of the world's foremost flour and grain centers. In 1925 Tacoma mills manufactured 1,091,942 barrels of flour, which were shipped to the Orient and to Atlantic and Pacific coast cities. Also Tacoma is the furniture manufacturing center of the Pacific Northwest, while one-twelfth of the copper used in the United States is refined there.

The City of Tacoma, located between two snow-capped ranges, the Cascades on the east and the Olympics on the west, is so situated that it can develop hydroelectric power without great expenditure, and the construction of its power projects and distribution systems has been free from any costly blunders, with the result that Tacoma is said to have the lowest rates for light and power in the nation.

ABOVE is a photographic fac-simile of the full page which appeared Sept. 8, 1927, in the New York Times Mid-Week Pictorial. This material was furnished by the Civic Development Bureau of The Tacoma News Tribune. Publishing the news of a community is only part of the civic duties of a newspaper. Promotion of Tacoma's interests outside the city is only one of the activities by which The Tacoma News Tribune tries to live up to the possibilities of a home-owned and home-managed newspaper.

Tacoma is the leading manufacturing city of the Pacific Coast and originates more tonnage than any other port (trans-shipment not included).

Tacoma has an abundance of water and electricity at the lowest rates in America, and this has resulted in the establishment of 640 industries, giving employment to 20,113, with an annual payroll of $29,336,298. Forty new industries were established in 1927, representing an investment of $6,000,000.

Tacoma is the pulp and paper center of the Pacific Northwest. Recently the Union Bag & Paper Company of New York announced the selection of Tacoma for its new $2,000,000 pulp mill. Other 1927 developments in pulp and allied industries included the Tacoma Electro Chemical Company, capital $1,000,000; the Northwestern Pulp & Paper Company, capital $500,000; the new pulp mill of Shafier Box Company, capital $600,000, and the Great Western Electro Chemical Company, capital $500,000.

For many years The News Tribune has been the dominant paper in the Tacoma market. Its city circulation is greater than the total circulation of the other evening newspaper. Tacoma merchants recognize this complete coverage. The volume of advertising in The News Tribune in six evenings a week is greater than the combined advertising totals of the other Tacoma papers.

Through The News Tribune you reach the entire southwestern section of Washington, with 14 cities and towns, and a population of approximately 160,000 people. Every one of these communities is within driving distance over paved roads to Tacoma's shopping center. The News Tribune does not circulate in any territory where it is not possible to drive into the city, shop in Tacoma stores and return the same afternoon.

The average daily net paid circulation of The Tacoma News Tribune (made on A. B. C. basis):

Daily Net Average—Oct. 1, 1927, to Dec. 31, 1927.....37,272

Daily Net Average—Oct. 1, 1926, to Dec. 31, 1926.....34,274

Net gain in circulation for year..... 2,998

THE TACOMA NEWS TRIBUNE

FRANK S. BAKER
President

CHARLES B. WELCH
Editor and G n. Mgr.

Advertising Representatives: DAVID J. RANDALL & CO., 341 Fifth Avenue, New York City.
R. J. BIDWELL & CO., San Francisco and Los Angeles, Calif.
FORD PARSONS CO., 360 N. Michigan Avenue, Chicago, Ill.

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

WEST VIRGINIA (Cont'd)

City / Population	Name of Newspaper / Circulation	Minimum Adv. Line Rate: Nat.	Minimum Adv. Line Rate: Local	Key See Note on Page 17	Publisher	Editor / Managing Editor	City Editor / Sports Editor / Sunday Editor	General Manager / Bus. Manager / Circulation Man.	Adv. Manager / Natl. Adv. Man. / Classified Man.	Mech. Supt. / Job Supt.
WHEELING 66,000	Intelligencer (m) 12,768x	.05	....	(I-R) (AP) (41)	H. C. Ogden	Robert Permar	Chas. Long Irvin Fluharty (sp)	H. C. Ogden B. V. Rafferty	Ralph B. Cushing D. B. Barnhart (cl)	
	News (e) 15,571x Sunday edition (S) 19,466x Combined daily (me) 28,339x Intelligencer & Sunday News (ms)	.07 .09 .095 .115	....	(I) (AP) (J) (E) (41)	H. C. Ogden	Thos. O'B. Flynn	Robt. Linn Don Hamill (sp)	H. C. Ogden H. C. Clark (bm) B. P. Rafferty (cm)	Ralph B. Cushing D. B. Barnhart (cl)	Edward Sailer
	Register (m) 8,713x Sunday edition (S) 9,808x Telegraph (e) 8,598	.04 .045 .043	.035	(D) (AP) (J) (25)	Wm. L. Brice	Camdens Taney Malcolm T. Brice	John Handlan Malcolm T. Brice (sp) R. L. Plummer (Su)	William L. Brice Wm. M. Windsor (bm) J. A. Dunkle (cm)	Paul D. Weigand	John H. Winder David Deloe (j)
				(I-R) (AP) (39)	Geo. A. Laughlin	L. E. Crow				
WILLIAMSON 10,000	News (e) 4,000	.03	.02	(D) (AP) (41)	H. G. Clark	H. G. Clark	Tom Wellman Frank Taibert (sp)		Jas. B. Martin	Ote Newcomer

WISCONSIN

City / Population	Name of Newspaper / Circulation	Minimum Adv. Line Rate: Nat.	Minimum Adv. Line Rate: Local	Key See Note on Page 17	Publisher	Editor / Managing Editor	City Editor / Sports Editor / Sunday Editor	General Manager / Bus. Manager / Circulation Man.	Adv. Manager / Natl. Adv. Man. / Classified Man.	Mech. Supt. / Job Supt.
ANTIGO 10,560	Journal (e) 4,215	.027	.025	(R) (AP) (J) (2)	Berner Bros. Pub. Co.	Fred L. Berner Earle B. Holman	John Treadwell Buster Snyder (sp)	Fred L. Berner Henry Berner (bm) P. T. Gilliett (cm)	Max Klessig Ray. Dubrinsky (cl)	Otto Berner
APPLETON 23,000	Post-Crescent (e) 13,533	.055	.055	(I) (AP) (†) (144)	Post Pub. Co.	J. K. Kline	John R. Riedl Dave Bender (sp)	H. L. Davis F. G. Leininger (cm)	Ralph Gee H. L. Davis (n) S. B. Rindal (cl)	M. E. Cartier
ASHLAND 10,000	Press (e) 3,500	.027	....	(I) (AP) (J) (178)	Joe M. Chopple & Co.	John B. Chopple	Franklyn Merritt	Hildur C. Eckman	Hildur C. Eckman Ruth Engholm (cl)	A. C. Eckman
BARABOO 6,135	News (e) 2,600	.021	....							
	Republic (e) 1,500	.021	....							
BEAVER DAM 9,000	Citizen (e) 3,053	.025	.025	(I) (UP) (173)	Citizen Pub. Co.	J. E. Helfret H. H. Parker	T. J. Parker	H. H. Parker (bm)	R. V. Krueger	
BELOIT 25,000	News (e) 9,589	.05	.029	(I-R) (UP) (†) (J) (148)	News Pub. Co.	M. H. Dobson (me)	John Clark (sp)	R. F. Collins R. McKinney (cm)	P. J. Zeller	R. F. Collins
BERLIN 4,600	Journal (e) 1,926	.024	.015	(I-R) (UP) (39-173)	R. S. Starks	R. S. Starks	Robert M. Lewin	R. S. Starks L. Hauschulta (cm)	R. S. Starks L. Hauschulta (n)	Joseph Elstad
CHIPPEWA FALLS 9,500	Herald-Telegram (e) 5,012	.04	.035	(I) (CAP) (178)	Herald-Telegram Pub. Co.	W. H. Gharrity	M. Nickel Bob Clyde (sp)	W. H. Gharrity L. Peloquin (cm)	Roy Breeke	John Grimes
EAU CLAIRE 24,030	Leader (m) 8,331 Telegram (e) 4,090 Combined daily (me) 12,421 Sunday edition (S) 8,411	.... .05 .05	.... .035	(I) (AP,UP) (178)	Eau Claire Press Co.	P. C. Atkinson	Otto Lund	C. W. Fiske N. B. Nelson (bm) O. Grotte (cm)	M. M. Kelley F. von Schrader (cl)	A. Marten
FOND DU LAC 31,000	Commonwealth Reporter (e) 15,716	.06	.037	(I) (AP,UP) (141)	Reporter Ptg. Co.	C. F. Coffman	W. C. Hyde H. B. Keck (sp)	A. H. Lange Emery Martin (cm)	A. H. Schroeder Emery Martin (n)	Arthur A. Martin
GREEN BAY 40,500	Press-Gazette (e) 16,239	.06	....	(I) (AP,UP) (144)	Green Bay Newspaper Co.	John K. Kline	Roland R. Kennedy G. W. Calhoun (sp)	A. B. Turnbull (bm) J. Horner, Jr. (cm)	E. J. Robinson Jos. Horner, Jr. (n) E. J. Robinson (cl)	
JANESVILLE 21,952	Gazette (e) 13,233	.055	....	(I-R) (AP) (†) (178)	H. H. Bliss	Stephen Bolles	George Kalvelage Frank Sinclair (sp)	H. H. Bliss T. A. Birmingham (cm)	Thos. G. Murphy Robt. B. Bolles (n) Sidney H. Bliss (cl)	E. P. Eberlinger
KENOSHA 55,152	News (e) 10,747	.05	.034	(R) (AP,UP,NEA) (J) (44) (I) (AP) (44)	News Pub. Co.	E. F. Marlet R. S. Kingsley	J. W. Scattergood Edwin McKenna (sp)	R. S. Kingley Willis Schulte (cm)	H. R. Young C. E. Head (n) W. R. Cropley (cl)	E. C. Smith
LA CROSSE 34,000	Tribune & Leader Press (e) 13,809 Sunday edition (S) 13,289	.06 .06	.035 .035	(I) (AP) (44)	Frank H. Burgess	Mark R. Byers	R. L. Bangsberg Ray Peacock (sp)	Frank H. Burgess Edna M. Denney (cm)	D. S. Greig W. T. Roth (cl)	G. H. Bock
MADISON 48,000	Capital Times (e) 25,667x Sunday edition *(S)	.08 .08	.05 .08	(I) (AP) (†) (144)	Capital Times Co.	Wm. T. Evjue D. D. Dunn	William Dawson, Jr. Henry Casserly (sp)	T. C. Bowden H. L. Cowgill (cm)	Willard Rendall H. A. Johnson (cl)	F. B. Schillinger
	*Sunday edition started November 6, 1927.									
	Wisc. State Journal (e) 24,517x Sunday edition (S) 24,031x	.08 .08	.055 .055	(I) (UP) (44)	A. M. Brayton	A. M. Brayton Don Anderson	Russell Pyre Hank McCormick (sp) A. Willoughby (Sun)	I. U. Sears M. F. Mergen (cm)	E. J. Usher Penn Wright (n) James Mason (cl)	H. L. Luloff
MANITOWOC 24,000	Herald-News (e) 8,055	.05	.05							
	Times (e) 5,100	.03	.03	(R) (UP) (39-173)	New Times Pub. Co., Inc.	A. O. Trippler	Frank Moore Ernst Blair (sp)	A. O. Trippler A. Watson (cm)	Jos. Logan Boss Nielsen (cl)	A. L. Comstock
MARINETTE 14,000	Eagle-Star (e) 4,739	.03	.025	(I-R) (AP) (†) (J) (178)	Eagle Printing Co.	Frank E. Noyes Edw. W. LeRoy	Francis J. Dillett	Frank E. Noyes W. R. Schafer (cm)	Leonard A. Drown Dorothy Ulrig (cl)	H. C. Anson
MARSHFIELD 10,000	News-Herald (e) 3,798	.029	.029	(I-R) (AP) (178)	News Pub. Co.	Howard A. Quirt	Floyd Tuscher Floyd Russell (sp)	Howard A. Quirt	Siegel Mayer	Michael Berg
MENASHA 7,214	Record (e) 1,113	.011	....	(I) (none)	Ira H. Clough	Ira H. Clough	Harvey S. Clough	Ira H. Clough (gm)		
MERRILL 10,000	Herald (e) 3,524	.025	.021	(I) (AP((J) (144)	W. B. Chilsen	W. B. Chilsen	John Gumtz M. Podewelts (sp)	W. B. Chilsen Otto J. Nienow (cm)	Melvin Taylor L. L. Lee (cl)	A. M. Martinson
MILWAUKEE 577,757	Journal (e) 158,314 Sunday edition (S) 167,620	.30 .30	.22	(I) (AP, UP) (*Sun) (mer) (†) (J) (E) (140)	H. J. Grant	L. W. Nieman M. H. Creager	R. F. Greene Sam Levy (sp) F. D. Moffett (Sun)	H. J. Grant L. L. Bowyer (bm) G. V. Fragstein (cm)	T. P. Collins E. G. Horst (n) Harry Gwaltney (cl)	J. P. Keating J. W. Goll (j)
	Leader (e) 48,949	.12	.095	(S) (UP) (†) (J) (E) (69)	Victor L. Berger	Victor L. Berger Leo Wolfsohn	Frank Haggerty Ben Smith (sp)	E. H. Thomas A. E. Papke (cm)	Elmer A. Krahn Harry Bertram (cl)	Theo. Sweers Harry Seymour (j)
	Sentinel (m) 75,364 Sunday Telegram (S) 184,709 Wisconsin News (e) 110,340	.18 .34 .22	....	(R) (AP US. INS) (†) (17) (I) (AP,INS,US) (†) (E) (20-102-45)	A. C. Backus John H. Black	G. Lounsbury J. Liebman J. G. Roberts, Jr.	E. C. Hart G. Downer (sp.) H. Price (Su) H. Ewald A. Schinner (sp)	G. N. Graham H. Habeck (bm) I. I. Spear (cm) John H. Black G. M. Davis (bm) A. E. Meyerhoff (cm)	W. F. Patten F. J. Chlupp (n) W. Lehmann (cl) A. E. Wiesenbach E. C. Sullivan (n) B. Kinowsky (cl)	H. Habeck F. C. Lemke (J) G. M. Davis
MONROE 6,000	Times (e) 3,197	.03	.025	(R) (AP,INS) (J) (2)	Emery A. Odell	Harry B. Lyford Emery A. Odell	Harry B. Lyford	Emery A. Odell A. Bauman (cm)	Harry G. Bronson L. M. Conrad (n) R. Altman (cl)	H. H. Holland Fred T. Odell (j)
NEENAH 16,000	News-Times (e) 1,813x	.021	....	(R) (UP) (39)	Clara A. Bloom			Clara A. Bloom		
OSHKOSH 38,689	Northwestern (e) 14,595	.06	.05	(R) (AP,UP) (†) (141)	O. J. Hardy	Louis H. Torreyson L. K. Bronson	Aaron Mace	O. J. Hardy Fred R. Wiese (bm) C. A. Thomas (cm)	Chas. A. Hellard O. J. Hardy (n)	
PORTAGE 6,000	Register-Democrat (e) 1,800	.021	.021	(R) (UP) (J)	Wisconsin State Register Co.	A. A. Porter			A. A. Porter	
RACINE 48,700	Journal-News (e) 11,604x	.05	.04	(R) (AP) (†) (2)	Journal Ptg. Co.	F. W. Starbuck J. T. Griffith	C. M. Christiansen Lloyd B. Cain (sp)	F. R. Starbuck H. S. Mann (bm) H. L. Larson (cm)	H. R. L. Pordeim H. S. Mann (n) Godfrey Hilgers (cl)	T. J. Jude
	Times-Call (e) 10,152x	.05	.04	(R-P) (UP) (63)	Call Pub. Co.	W. S. Goodland Frank Lovell	A. J. Schmidtbauer Tom Sankey (sp)	W. S. Goodland J. H. Heim (bm) E. C. Kisky (cm)	Herbert Brown G. B. Gressing (n) Lester Naleid (cl)	Frank Poulson

MILWAUKEE — FIRST CITY IN DIVERSITY OF INDUSTRIES!

Profit in Milwaukee-Wisconsin through this low-cost selling OPPORTUNITY

NATIONAL advertisers in 1928 will profit by a new high level of buying power in the Milwaukee-Wisconsin market—outstanding among American sales territories in consistent prosperity. Record industrial and general business volume in 1927 has created added selling opportunity in this rich area—first in diversity of industries and first in value of dairy products.

Use The Journal Alone in 1928!

Like other successful advertisers here who are topping maximum quotas and reducing sales expense—use The Milwaukee Journal at one low advertising cost in 1928!

During 1927 advertisers used a total paid volume of 18,086,843 lines in The Journal—almost two million more lines than they used in both the other Milwaukee newspapers combined! Of this total, national advertisers used 4,797,918 lines—a volume exceeding by 825,108 lines the combined national lineage of the other two Milwaukee newspapers.

The Journal national volume was more than twice that of either of the other papers—over 227% of the volume printed by the first and more than 257% of the volume printed by the second paper. If you are not already doing so—reduce your selling costs here in 1928 by using The Journal alone.

Complete advertising service
Rotogravure---Colorgravure---Black and White

Read in Four Out of Every Five Homes!

THE net paid circulation of The Milwaukee Journal averaged 159,915 daily and 183,790 Sunday during December, 1927—a gain of 6,317 daily and 14,940 Sunday over the December 1926 average.

No matter what your product may be, this newspaper alone provides you thorough coverage. The Journal is read regularly by four out of every five Greater Milwaukee families and in better class homes throughout the rich Milwaukee-Wisconsin trading area!

THE MILWAUKEE JOURNAL

FIRST BY MERIT

WISCONSIN—FIRST STATE IN VALUE OF DAIRY PRODUCTS!

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

WISCONSIN (Cont'd)

City Population	Name of Newspaper Circulation		Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
RHINELANDER 7,200	News (e) 1,711		.025	.018	(I) (AP) (131-5)	Rhinelander Pub. Co.	Clifford G. Ferris Jack Cory	Jack Cory	Clifford G. Ferris Myrtle Rolain (cm)	D. E. Remo	A. J. Lennon
SHEBOYGAN 37,000	Press (e) 14,610		.06	.06	(I (AP,UP,NEA) (†) (J) (178-87a)	Press Pub. Co.	C. E. Broughton	Walter Pfister Sidney D. Kaye (sp)	C. E. Broughton Otto Stielow, Jr. (cm)	A. C. Vande Repe E. S. Geriat (n) M. J. Pape (cl)	Geo. A. Brand
STEVENS POINT 12,889	Journal (e)		.04	....	(R) (UP) (J) (178)	Journal Ptg. Co.	Frank W. Leahy Guy W. Rogers	James W. Hull A. M. Pfiffner (sp)	Frank Leahy George Maurer (cm)	Guy W. Rogers Frank W. Leahy (n) M. M. Maurer (cl)	N. P. Bonertz M. J. Glennon (j)
STOUGHTON 6,100	Courier Hub (e) 2,017		.025	.018	(I) (AP) (178)	W. K. Mickelson	W. K. Mickelson Rolfe Hanson	Rolfe Hanson J. R. Grahl (sp)	W. K. Mickelson Carol Gronseth (cm)	W. K. Mickelson H. I. Anderson (cl)	J. R. Grahl
SUPERIOR 43,000	Telegram (e) 21,534		.08	.07	(I) (AP,UP) (†) (E) (178)	Evening Telegram Co., J. T. Murphy, President	Gorden MacQuarrie	Robert Dowse Loren Moody (sp)	Clough Gates	P. J. Skamser E. R. Kelly (n) P. J. Skamser (cl)	A. E. Nelson J. H. Somerville (j)
WATERTOWN 11,000	Times (e) 3,502		.029	.03	(I) (UP) (J) (178)	James P. Holland	James P. Holland	Cl. H. Wetter D. S. Long (sp)	S. J. Friedman	S. J. Friedman	Emil Doerr S. J. Friedman
WAUKESHA 14,720	Freeman (e)		....	....							
WAUSAU 23,852	Record-Herald (e) 8,798		.05	....	(I-E) (AP) (†) (J) (148)	J. L. Sturtevant	J. L. Sturtevant J. G. Sanders	E. D. Underwood D. Christensen (sp)	R. D. Sanche (asst.) J. C. Sturtevant (bm) G. M. Stevenson (cm)	R. D. Sanche H. Radolf (cl)	George Derby
WISCONSIN RA'DS. 9,000	Tribune (e) 5,169		.035	....	(I) (AP) (178)	C. R. Babcock	W. F. Huffman C. R. Babcock	Carl Otto	C. R. Babcock Edna Demitz (cm)	T. C. Olson Edna Demitz (cl)	

WYOMING

City Population	Name of Newspaper Circulation		Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CASPER 22,000	Herald (m) 2,873x		....	....							
	Tribune (e) 5,177x		....	....	(I) (AP) (148)	J. E. Hanway	Emmett Fuller J. E. Hanway	R. E. Evans Charles Cooney (sp) R. E. Evans (Su)	J. E. Hanway E. E. Hanway (bm) E. R. Teller (cm)	Tom Daly Flora Yelding (n) Vera McKinney (cl)	George Peck
	Combined daily (me) 8,050x		.06	.06							
	Sunday edition (S) 8,050x		.06	....							
CHEYENNE 20,740	Wyoming State Tribune Leader (e) 6,320		.05	.045	(R) (AP) (94)	Tribune Pub. Co.	John C. Thompson		John C. Fleming	Earl J. Heavey	
	Sunday edition (S) 6,373		.05	....							
LANDER 2,133	Post (e)		.021	....	(R (AP) (39)	Post Pub. Co.	W. J. Hines				
LARAMIE 9,565	Republican & Boomerang (e) 2,234		.026	....	(I) (AP) (d) (none)	Republican Pub. Co.	F. S. Burrage				
SHERIDAN 9,175	Post-Enterprise (e) 3,115x		.04	.035	(I) (AP) (†) (144-78)	Charles W. Barton	Charles W. Barton	H. F. Vickery (asso) L. L. McBride (sp) Waldo Russell (Su)	William S. Sopris (bm) Gladys Hicks (cm)	V. R. Blackledge Ralph Blackledge (n) Lorna Crandall (cl)	Leon Jezewski
	Sunday edition (S) 3,226x		.04	....							

NEWSPAPERS OF OUTLYING U. S. POSSESSIONS

ALASKA

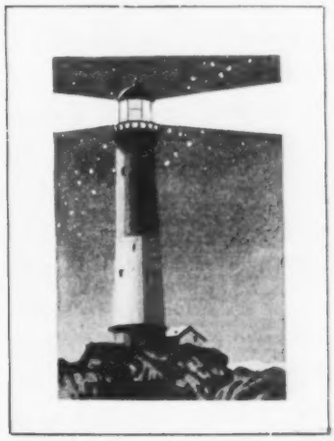
City Population	Name of Newspaper Circulation		Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ANCHORAGE 1,856	Times (e) 900		.025	....	(none)						
CORDOVA 1,800	Times (e) 750		.021	....	(I-E) (AP) (J) (none)	H. G. Steel		Alan C. Faith	H. G. Steel Wilbur Irving (cm)		J. B. Dalagher
FAIRBANKS 1,155	News-Miner (e)		.036	....	(none)						
JUNEAU 3,600	Empire (e) 2,155		.04	....	(I) (AP) (J) (169)	Empire Ptg. Co.	John W. Troy		John W. Troy R. L. Bernard (bm)	R. L. Bernard	
KETCHIKAN 7,000	Chronicle (e) 1,451		.04	.02	(I) (AP) (J) (169)	Edward G. Morrissey	Edward G. Morrissey Roy Anderson	S. D. Charles Lester Busey (Su)	Edw. G. Morrissey Thos. K. Smith (bm) Genevieve Smith (cm)	Thomas K. Smith	J. J. Primavera
	Sunday edition (S) 1,702		.04	....							

PHILIPPINE ISLANDS

City Population	Name of Newspaper Circulation		Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MANILA 300,000	Bulletin (m) 5,883		.035	.036	(I) (AP) (126)	Carson Taylor	Roy C. Bennett	Walter Wilyus C. D. Alcott (sp)	A. R. Tuohy (bm) William Penn (cm)	A. R. Tuohy Domingo Quintos (cl)	M. Vamba
	Times (e) 6,803		.043	....	(none)						
	Sunday edition (S) 6,803		.043	....							

FOR COMPLETE INDEX OF YEAR BOOK CONTENTS SEE PAGES 350-352

DEEP IN THE HEARTS OF THE PEOPLE



SCRIPPS-HOWARD NEWSPAPERS

HENCE . . . THE MOST RESPONSIVE NEWSPAPER CIRCULATION IN THE UNITED STATES

FOREWORD

Along with the many forward strides in the business of advertising, there has come a new day in the science of space-buying.

Astute, result-seeking space-buyers no longer buy space by the rate-book alone; so much circulation for so many dollars.

They seek to look behind these figures, into the publisher's editorial and business policies.

They seek to learn whether a newspaper curries its favor with sensationalism, contest-baits, premiums and prize-awards, or by the excellence of its legitimate news-service to the reader and to the community.

For, today, the probing purchasing agents of advertising are interested, not alone in a newspaper's number of readers, but in the number of its friends.

"Pulling power," to them, does not mean, merely, the "number of copies printed and sold," but the "number of copies read, believed and respected."

The wisdom of this trend among advertisers to analyze the elements in a publisher's circulation-statement, was emphasized by John H. Fahey at the annual convention of the Association of National Advertisers . . . He said:

"There is nothing more important to the advertiser than the character of the circulation methods employed by newspapers and magazines.

"The newspapers which pursue the policy of slow but sure natural development; which refuse to go outside of their own fields in order to secure mere numbers of circulation; which will not resort to unworthy appeals to take advantage of the weakness of human nature . . . these are the newspapers which represent the best tendencies of the day in circulation methods."

For proof that advertisers are insisting upon editorial character along with circulation, one has only to look at today's outstanding American newspaper successes.

Almost without exception, the greatest revenue-producing newspapers are those delivering the cleanest and most dependable news-service.

Sometimes these papers lead in circulation numbers; sometimes they do not. But always, they lead in community-influence and community good-will.

Which is the reason why they lead in profit-value to the advertiser.

More and more, the wise advertiser of today is linking his aims for leadership with newspapers of conscience and character

. . . with newspapers that rely, mainly, upon brilliant, trustworthy, thorough and public-spirited news-service to increase and stabilize their circulations

. . . with newspapers that are deep in the hearts of the people . . . because they will not break faith with public interest.

Such are the SCRIPPS-HOWARD Newspapers.

NEW YORK . *Telegram* SAN FRANCISCO . *News* DENVER *Rocky Mt. News*
CLEVELAND . . *Press* WASHINGTON . *News* DENVER . *Evening News*
BALTIMORE . . . *Post* CINCINNATI . . . *Post* TOLEDO . . *News-Bee*
PITTSBURGH . . *Press* INDIANAPOLIS . *Times* COLUMBUS . . *Citizen*
COVINGTON . . *Kentucky Post—Kentucky Edition of Cincinnati Post*

AKRON . . *Times-Press* YOUNGSTOWN *Telegram* KNOXVILLE *News-Sentinel*
BIRM'NGHAM . . *Post* FORT WORTH . . *Press* EL PASO . . . . . *Post*
MEMPHIS *Press-Scimitar* OKLAHOMA CITY *News* SAN DIEGO . . . . *Sun*
HOUSTON . . . *Press* EVANSVILLE . . . . *Press* TERRE HAUTE . . *Post*
ALBUQUERQUE . . . *New Mexico State Tribune*

SCRIPPS-HOWARD NEWSPAPERS

MEMBERS OF THE AUDIT BUREAU OF CIRCULATIONS AND MEMBERS OF THE UNITED PRESS

NATIONAL ADVERTISING DEPARTMENT

Stuart S. Schuyler, DIRECTOR

250 PARK AVENUE, NEW YORK · CHICAGO · SEATTLE · SAN FRANCISCO
PORTLAND · DETROIT · LOS ANGELES · ATLANTA

Back of every great and growing city is a good newspaper

As a city thinketh, so it is. Public thought is the stuff the city is made of. And day by day, year in and year out, the daily newspaper is weaving the strands of public thought. Pick out any community with a well-posted, modern-minded and right-thinking citizenry. There you'll find a good newspaper, working tirelessly and ably for public welfare and enlightenment; for constant and needed civic improvement; for efficient and economical government; for fair and impartial taxation; for larger returns to both capital and labor; for an equitable distribution of opportunity and privileges; for better lives and living-standards.

. . .

When a newspaper is faithful to these community missions, its readers are faithful to it and respond, freely and loyally . . . both to its news and advertising columns.

Hook up your advertising

with the most influential power in the community!

When a stranger sets forth to conquer a strange town he is fortunate indeed if he carries with him the sponsorship of the city's most influential man. The advertiser who engages to introduce his product to a SCRIPPS-HOWARD city through a SCRIPPS-HOWARD Newspaper, associates his copy with the most influential selling power in the community. In fact, the very presence of his advertising in a SCRIPPS-HOWARD Newspaper helps to win community confidence for the newcomer.

First, because the city's real buyers are not only SCRIPPS-HOWARD readers, but SCRIPPS-HOWARD fans, whose faith in SCRIPPS-HOWARD editorial columns extends to its advertising space. Second, because these readers know that SCRIPPS-HOWARD advertising space is kept free from all misrepresentative claims and doubtful projects.

The following, from the Code of Ethics of The Cleveland Press, is typical of the protection that all SCRIPPS-HOWARD Newspapers give to the legitimate advertiser against unethical and untruthful competition:

"Kill every advertisement that is untruthful; that casts reflections upon other products, people, institutions; that violates the principles of honesty, decency, and square dealing. Under no circumstances shall advertisements be published that are vague, misleading or insulting to our readers or to our legitimate advertisers."

Little dramas in the life of a great newspaper system

THE SATURDAY EVENING POST

June 4, 1927

Little dramas in the life of a great newspaper system

THE SATURDAY EVENING POST

August 27, 1927

LITTLE DRAMAS IN THE LIFE OF A GREAT NEWSPAPER SYSTEM

While the walls tottered around them . . . they buried the linotypes . . . and saved the city's news service

When the great fire of 1906 swept San Francisco, not a newspaper office was left standing.

But while the walls were still tottering, the men of the SCRIPPS-HOWARD *Daily News* were feverishly digging under the press room floor to bury and protect the linotypes.

So it came that the *San Francisco Daily News* was the first paper in the stricken city to resume news service.

Men do intrepid things when they work on their own. If they share in the profits, they will not weigh their share of the toil and hardship.

That is one reason why the history of SCRIPPS-HOWARD Newspapers is illuminated by so many pages of heroic achievement by individual staff members.

For these newspapers are owned and controlled from within, by the men who make them, by the editors, writers, executives and publishers. Their concerted efforts to make SCRIPPS-HOWARD Newspapers still greater never lessen.

For there is ever sounding in their ears that stirring Marseillaise to ambition—the worker's right to share in the fruits of the progress he helps to create.

NEW YORK . . *Telegram* · CLEVELAND . . . *Press* · BALTIMORE . . . *Post* · PITTSBURGH . . . *Press* · SAN FRANCISCO . *News* · WASHINGTON . . *News* · CINCINNATI . . . *Post* · INDIANAPOLIS . . *Times* · COVINGTON . . *Kentucky Post—Kentucky Edition of Cincinnati Post* · DENVER *Rocky Mt. News* · DENVER *Evening News* · TOLEDO . . . *News-Bee* · COLUMBUS . . . *Citizen* · AKRON . *Times-Press* · BIRMINGHAM . . . *Post* · MEMPHIS . *Press-Scimitar* · HOUSTON . . . . *Press* · YOUNGSTOWN *Telegram* · FORT WORTH *Press* · OKLAHOMA CITY . *News* · EVANSVILLE . . . *Press* · ALBUQUERQUE . . . . *New Mexico State Tribune* · KNOXVILLE *News-Sentinel* · EL PASO . . . . . *Post* · SAN DIEGO . . . . *Sun* · TERRE HAUTE . *Post*

SCRIPPS-HOWARD
MEMBERS OF THE AUDIT BUREAU OF CIRCULATIONS

NEWSPAPERS
AND MEMBERS OF THE UNITED PRESS

ALLIED NEWSPAPERS, INC., *National Representatives*
250 PARK AVENUE, NEW YORK CHICAGO SEATTLE SAN FRANCISCO
CLEVELAND DETROIT · LOS ANGELES

Each advertisement, *based on actual fact*, tells the story of a real drama in the continuing effort to serve the public sincerely and effectively.

These advertisements are specific examples of SCRIPPS-HOWARD *Public Service*

THE SATURDAY EVENING POST

July 30, 1927

LITTLE DRAMAS IN THE LIFE OF A GREAT NEWSPAPER SYSTEM

"There's the man who wrote that story and we all know *he writes the truth*"

FOR several days, the minority leader of the Senate had been demanding an investigation of alleged corrupt practices in the Senatorial elections. But the resolution calling for an investigating committee seemed doomed to defeat.

And then, in its noon edition, a SCRIPPS-HOWARD Newspaper published an exclusive story that bore the headlines:

"Millions Spent in Pennsylvania Elections."

The story, when read into the Senatorial record, was immediately challenged by the opposition, and ridiculed with these words:

"It's only a newspaper story."

But the minority leader was sure of his ground. Pointing to the SCRIPPS-HOWARD correspondent in the press gallery, he cried:

"It *is* a newspaper story. But there's the man who wrote it, and we all know *he writes the truth*."

The resolution was passed, the famous Reed committee created, and the wholesome work of cleansing the election system started.

Like the senator, you, too, can be sure that what you read in a SCRIPPS-HOWARD Newspaper is true. Facts are never distorted to make a sensation, nor concealed to curry favor with any individual or party, because SCRIPPS-HOWARD editors value too highly the faith of the public whose confidence they have won.

PAINTED BY EARL DUFFON

NEW YORK . . Telegram
CLEVELAND . . Press
BALTIMORE . . . . Post
PITTSBURGH . . Press
COVINGTON . . Kentucky Post—Kentucky Edition of Cincinnati Post
SAN FRANCISCO . News
WASHINGTON . . News
CINCINNATI . . . Post
INDIANAPOLIS . . Times
DENVER . Rocky Mt. News
DENVER . . Evening News
TOLEDO . . . News-Bee
COLUMBUS . . . Citizen
AKRON . . . Times-Press
BIRMINGHAM . . . Post
MEMPHIS . Press-Scimitar
HOUSTON . . . . Press
YOUNGSTOWN . Telegram
FORT WORTH . . Press
OKLAHOMA CITY . News
EVANSVILLE . . . Press
ALBUQUERQUE . . . . New Mexico State Tribune
KNOXVILLE News-Sentinel
EL PARO . . . . . Post
SAN DIEGO . . . . Sun
TERRE HAUTE . . Post

SCRIPPS-HOWARD NEWSPAPERS
MEMBERS OF THE AUDIT BUREAU OF CIRCULATIONS
AND MEMBERS OF THE UNITED PRESS

ALLIED NEWSPAPERS, INC., *National Representatives*
150 PARK AVENUE, NEW YORK CHICAGO SEATTLE SAN FRANCISCO
CLEVELAND DETROIT · LOS ANGELES

THE SATURDAY EVENING POST

LITTLE DRAMAS IN THE LIFE OF A GREAT NEWSPAPER SYSTEM

Painted for Scripps-Howard Newspapers by Frank R. Stoffen

together disappeared

...th parties, to arrange the harmony meeting. ...ten been the privilege and achievement of ...ARD Newspapers. In a controversy between ...or, both sides know that SCRIPPS-HOWARD ...pon for a fair and strictly neutral attitude, ...or the wrong of the issue has been justly

...wspapers remain impartial until they are ...as the righteous cause. ...e side they then champion . . . without ...quarter.

...NEWSPAPERS ...BERS OF THE UNITED PRESS

More and more, the wise advertiser of today is linking his advertising with newspapers of conscience and character.

Not for party . . . . not for class

but for all of the right-thinking citizenry

In an address to the three hundred members of the Denver Chamber of Commerce last November, Roy W. Howard, Chairman of SCRIPPS-HOWARD interests, said: "Our obligation to you is to give you newspapers that in news-coverage, entertaining features and sound editorial policies are equal to any in the United States."

That sums up the aims of all SCRIPPS-HOWARD Newspapers. These newspapers are not special pleaders, nor the champions of any class or party . . . Their first purpose is to report the news fully, accurately and interestingly.

Their second purpose is to work freehandedly and consistently for the common good, regardless of partisan and biased viewpoints.

SCRIPPS-HOWARD Newspapers are edited in the common sense belief that to render the greatest service to the greatest number must inevitably result in winning the support and confidence of the greatest number.

Every Scripps-Howard Editor is his own master

. . . he runs his columns freehandedly!

All SCRIPPS-HOWARD Newspapers are alike in public-spirited policies and ideals.

But each SCRIPPS-HOWARD editor is free to interpret these policies and ideals according to local needs and conditions as he sees them.

There is no headquarters' autocracy to cramp his style or restrict his initiative.

He is not a "branch manager" taking "canned" and standardized editorial orders from higher-ups.

He is the sole boss of his columns, and they represent his unhampered editorial judgment and selection.

If he were not worthy of this latitude, he couldn't be a SCRIPPS-HOWARD editor!

Thus, each SCRIPPS-HOWARD Newspaper has its own identity and individuality.

While every SCRIPPS-HOWARD editor may enjoy the economic advantage of the combined SCRIPPS-HOWARD resources for securing the best national features and talents, he is free to follow his own choice in what he should run or reject.

A Scripps-Howard reader can't be bought or bribed away

regardless of lavish competitive circulation deals

Repeatedly, it has been shown that SCRIPPS-HOWARD circulation not alone holds steadfast but continues its steady gain under the onslaughts of the most powerful competitive circulation drives.

A typical example . . .

Late in the year 1925, the opposition newspapers in a SCRIPPS-HOWARD city . . . a morning and an evening paper . . . inaugurated two of the largest prize contest subscription drives in newspaper history. . . . The prize money, in each instance, was considerably in excess of $100,000.

At the start of the drive, the morning paper had a circulation of 200,483. Six months later, at the close of the contest, its circulation statement showed 201,115 . . . a paltry net gain of 632 readers . . . at a cost of more than $100,000 in prize money alone.

The evening paper, at the drive's outset, had a circulation of 158,759 and wound up, six months later, with a net gain of 8,921. Also at a prize-money cost of more than $100,000.

The SCRIPPS-HOWARD Newspaper in this city, during the same period, and without circulation inducements of any kind, showed a gain of 10,427 . . . more than the combined gain of the two rival newspapers which had waged a frenzied contest campaign at a joint outlay in prize-money of almost a quarter of a million dollars.

. . .

"What we have we hold . . . and steadily increase" . . . is the axiom and consistent achievement of SCRIPPS-HOWARD editors.

"Once a SCRIPPS-HOWARD reader always a SCRIPPS-HOWARD reader" . . . is not far from the truth.

100% *NET* in reader-interest circulation

obtained without hypodermics

In any business, the customer who has to be bribed to place an order seldom becomes a permanent or a desirable customer.

But a customer who buys the goods because he likes them is pretty likely to remain on the books. This explains the stability of SCRIPPS-HOWARD circulation. A SCRIPPS-HOWARD reader buys the paper because he likes it and respects it . . . and for no other reason. Sheer editorial quality is the sole circulation inducement ever offered by SCRIPPS-HOWARD.

SCRIPPS-HOWARD circulation is 100% reader-interest circulation. That is why it has been called the most responsive circulation in the world.

ANNOUNCEMENT

EFFECTIVE JANUARY 1ST, 1928, the SCRIPPS-HOWARD Newspapers will be represented by the "National Advertising Department" rather than by "Allied Newspapers, Inc."... Allied Newspapers, Inc., was an incorporation of the SCRIPPS-HOWARD national advertising department . . . A separate corporate name was found to be confusing and unnecessary, while the new name more closely identifies the advertising representative with the SCRIPPS-HOWARD institution of which he is, in fact, a part.

National Advertising Department

STUART S. SCHUYLER . . *Director*

250 PARK AVENUE · NEW YORK

OFFICES: NEW YORK CHICAGO DETROIT ATLANTA

SAN FRANCISCO LOS ANGELES PORTLAND SEATTLE

CIRCULATIONS, RATES AND PERSONNEL OF CANADIAN DAILY NEWSPAPERS

ALBERTA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CALGARY 68,000	Albertan (m) 15,297x	.06	.05	(I-L) (CanP) (J) (124-163-C18)	George M. Bell	R. S. Somerville	J. Cullins; Harry Scott (sp)	H. J. Ford; J. P. Brown (cm)	W. A. Anderson; Mrs. B. Marshall (el)	L. S. Walker; E. L. Middlemast (j)
	Herald (e) 25,771x	.09	.09	(I) (CanP, UP) (†) (58-C1-C12)	Calgary Herald, Ltd.	J. H. Woods; Charles Hayden	C. Bloom; H. Kelly (sp)	J. H. Woods; W. J. Watson (bm); A. J. Hilliker (cm).	O. L. Spencer	F. Milne
EDMONTON 66,415	Bulletin (e) 14,622x	.06	.045	(I) (CanP) (J) (149-C18-C3)	Charles E. Campbell	Alex Rose (me)	R. Woodring (tel ed); Ken McConnell (sp)	Robert J. Robb (bm); F. W. Hope (cm)	J. C. Macquarrie	Walter Holmes; J. Bill (j)
	Journal (e) 27,926x	.09	.065	(I) (CanP,AP,UP,BUP) (†) (58-C1-C5-C12)	John M. Imrie, Man. Dir.	A. B. Watt; C. R. Morrison	F. H. McPherson; Geo. Mackintosh (sp)	A. Yockney (bm); H. E. Fuller (cm)	George B. Cooper; R. Hagerman (el)	Harry Lambert
LETHBRIDGE 11,500	Herald (e) 6,032x	.035	.025	(I-L) (CanP) (J) (58-C12)	Herald Ptg. Co., Ltd.	H. G. Long; W. A. Buchanan	Charles F. Steele; W. O'Bierne (sp)	W. A. Buchanan; J. Torrance (bm); L. Lindsay (cm)	J. Torrance; R. MacQueen (el)	L. Kane; T. Evans (j)
MEDICINE HAT 9,575	News (e) 1,625	.02	....	(L) (CanP) (J) (61-177)	Medicine Hat News, Ltd.	A. J. N. Terrill	T. A. Maxwell; B. W. Bellamy (sp)	A. J. N. Terrill; T. R. Osborne (bm); R. J. Worth (cm)	T. R. Osborne; G. Gray (n); R. J. Worth (el)	E. McB. Forbes; E. Downing (j)

BRITISH COLUMBIA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
NANAIMO 10,000	Free Press (e) 2,400	.02	....	(I) (CanP) (J) (none)	Nanaimo Free Press	T. B. Booth	T. B. Booth	L. G. Booth (cm)	L. R. Booth	R. Stewart; R. Norris (j)
	Herald (m) 2,500	.035	....	(I) (CanP) (J) (61)	R. H. Hindmarch	F. L. Reynolds				
	Sunday edition (S) 2,500	.035	....							
NELSON 8,000	News (m) 4,318	.025	.025	(C) (CanP) (J) (61-177)	F. F. Payne	F. F. Payne	H. H. Currie; Cyril Jackman (sp)	F. F. Payne; A. D. Fochin (cm)	W. A. Curran; J. B. Stark (el)	K. S. Hudson; Nelson Ball (j)
NEW WESTMINSTER 18,000	British Columbian (e)	.035	.035	(C) (UP) (J) (none)	Columbian Co., Ltd.	J. D. Taylor; A. R. McLellan	W. Entwhistle; C. D. Taylor (sp)	J. D. Taylor; E. H. Sands (cm)	E. H. Sands	C. D. Peele
PRINCE RUPERT 8,000	Empire (e)	.018	....	(I) (d) (none)	S. M. Newton	S. M. Newton				
	News (e) 1,365	.025	.02	(I-L) (CanP) (C18)	Daily News, Ltd.	H. F. Pullen	G. A. Hunter	George Wilson (bm); H. F. Graham (cm)	George Wilson	G. S. Russell
TRAIL 5,000	Bulletin (e) 1,660	.025	....	(I) (CanP) (none)	Elmer D. Hall	Elmer D. Hall				
VANCOUVER 183,000	Province (e) 73,839	.14	.13	(I) (CanP,UP,CT,NYT) (58-C1-C5)	F. J. Burd	Roy W. Brown		John Russell (bm); F. E. Henderson (cm)	W. C. Russell	J. W. Wright
	Sunday edition (S) 83,638	.15	....							
	Star (m) 18,848	.08	.055	(I) (CanP) (†) (96-C3)	Victor W. Odlum	J. E. Norcross; W. R. Bone	C. Norman Senior; Ralph Young (sp)	F. F. Odlum; J. A. Grant (cm)	J. G. McLean; R. A. Hutchinson (n); J. MacFarlane (el).	L. Boyd
	Sun (e) 65,439	.13	.115	(I-L) (CanP,AP) (†) (J) (E) (149-174-15-C13)	R. J. Cromie	H. L. Weir; H. A. Stein	Andy Lytle (sp)	H. F. Gates (cm)	S. Griffin; G. A. Cran (n); D. A. Tibbott (el)	Ed. Rourke (j)
VICTORIA 50,000	Colonist (m) 9,851	.055	....	(C) (CanP,UP) (†) (J) (149-174-15-C18-C12-E1)	J. S. H. Matson	Charles Swayne; J. S. H. Matson	Harry T. Wilson; Victor Gravlin (sp)	J. L. Tait; A. G. Hawkins (cm)	Alex T. Stewart	Harry Buckle; E. A. Gallop (j)
	Sunday edition (S) 12,309	.055	....							
	Times (e) 9,159	.05	.05	(L) (CanP) (E) (58)	Times P. & P. Co., Ltd.	B. C. Nicholas	R. T. Freeman; A. Willis (sp)	W. B. Montieth; R. G. Thompson (bm); A. Jones (cm)	W. A. Paterson	

MANITOBA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BRANDON 16,884	Sun (e) 4,448	.025	.025	(I-C) (CanP) (J) (C10)	J. R. Whitehead	W. Noakes	W. L. Crawford	J. B. Whitehead; E. C. Whitehead (bm); H. Barlow (cm)	W. J. Coyle	J. C. Hanley; E. McKinstry (j)
PORTAGE LA PRAIRIE 6,756	Graphic (e) 1,500	.016	.01	(I) (J) (none)	Graphic-Liberal Ptg. Co., Ltd.	G. R. Porter	G. R. Porter	Miss Maude Hawley	Miss Maude Hawley	N. S. Smith
WINNIPEG 198,932	Free Press (m) 24,568x	....	....	(I) (CanP,UP) (†) (58-E1)	Manitoba Free Press Co., Ltd.	John W. Dafoe; R. G. Dafoe, News.	W. G. Allen (M); A. E. Coo (E); M. J. Shea (sp)	E. H. Macklin, Pres. J. W. Sifton, Sec-Treas. J. F. Sweeney (City) (cm); A. G. Cowan (city) (cm)	Curtis A. Smith; G. A. Titus (el)	H. W. Cooper
	Free Press Bulletin (e) 44,723x	....	....							
	Combined Daily (me) 69,291x	.15	.14							
	Tribune (e) 38,978x	.10	.10	(I) (CanP,INS,DN) (172-C1-C5-C12)	Tribune Newspaper Co., Ltd.	W. L. MacTavish; F. C. Galbraith	F. J. O'Malley; H. B. Beresham (sp)	M. E. Nichols (man. Dir.); W. McCurdy (bm); C. R. Hudson (cm).	A. W. Moscarella, Asst. B. M.; H. P. Martin (el)	

NEW BRUNSWICK

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
FREDERICTON 9,000	Gleaner (e) 7,161	.026	....	(C) (none)	Gleaner, Ltd.					
	Mail (e) 1,500	.011	....	(I) (UP) (J) (d) (none)	Mail Ptg. Co.	R. P. Allen	Gotswick Roberts; Harry Garvey (sp)	R. P. Allen; L. C. Vanston (cm)	Katherine Bowlen	James White; Frank Vanston (j)
MONCTON 25,000	Times (m) 4,833	.02	....	(L-C) (J) (none)	Times Ptg. Co.	J. S. Boyd				
	Transcript (e) 5,400	.02	....	(I-L) (CanP, AP) (J) (none)	O. L. Barbour	O. L. Barbour; B. S. Robb	Frank Doyle; A. Cunningham (sp)	W. G. Ayer (bm); F. Kennedy (cm)	J. Cook; G. Steeves (el)	James Condon; J. H. H. Ward (j)
SAINT JOHN 62,000	Telegraph-Journal (m) 16,606	....	....	(I) (CanP,BUP) (91)	New Brunswick Pub. Co., Ltd.	A. M. Belding; F. X. Jennings	F. D. McGuire (M); F. I. McCafferty (E)	T. F. Drummie; L. W. Bewick (bm); F. H. Butler (cm)	L. Hennigar (n); P. H. Butler	W. E. Swin
	Times-Globe (e) 14,393	....	....							
	Combined Daily (me) 30,999	....	....							

NOVA SCOTIA

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 18	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
AMHERST 10,000	News (e)	.012	....	(I-C) (J) (d) (none)	News-Sentinel, Ltd.	N. S. Sanford				
GLACE BAY 20,000	Gazette (e) 6,144	.025	....	(I) (CanP,AP) (†) (61-91)	A. D. Macneill	Joseph McDonald; A. D. Macneill	C. C. Ogilvie; J. C. Macneill (sp)	A. D. Macneill; D. A. Cameron (bm); E. MacEachren (cm)	A. D. Macneill; D. A. Cameron (n)	W. T. Connolly
HALIFAX 70,333	Chronicle (m) 13,718	.05	....	(L) (CanP) (C3-C18)	Chronicle Co., Ltd.	A. F. Macdonald; H. W. James	Harold Connolly; W. J. Foley (sp)	James R. MacGregor; R. S. Tulloch (cm)	G. P. Greene	W. R. Turner
	Star (e) 14,162	.05	....							
	Combined daily (me) 27,880	.09	....							
	Herald (m) 18,216	....	....	(I-C) (CanP,BUP) (E) (27-C15)	Halifax Herald, Ltd.	E. E. Kelley (M); H. Wier (E); W. H. Dennis (me).	J. E. Abern (sp)	W. H. Dennis; G. H. Gillis (cm)	J. A. McCurdy (local); A. W. Robb (n)	P. Doherty
	Mail (e) 15,655	....	....							
	Combined daily (me) 33,871	.11	....							
NEW GLASGOW 10,215	News (e) 3,300	.015	.015	(C) (CanP) (J) (none)	J. W. H. Sutherland	J. W. H. Sutherland		J. W. H. Sutherland	W. J. Flynn	D. C. Ross (j)

CIRCULATIONS, RATES AND PERSONNEL OF CANADIAN DAILIES—Continued

NOVA SCOTIA (Cont'd)

City Population	Name of Newspaper Circulation		Minimum Adv. Line Rate Nat.	Local	Key See Note on Page 17	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
SYDNEY 32,500	Post (m)	2,368	....	....	(I) (CanP) (61)	Post Pub. Co.	H. P. Duchemin	N. Milton Browne	Allan D. Jost (bm). R. H. McLeod (cm).	J. C. Gaville. D. Cunningham (n) G. McDonald (cl).	J. C. Gaville
	Post (e)	2,126	....	....							
	Combined daily (me)	4,494	.025	....							
	Record (e)	4,058	.015	.013	(L) (CanP) (C2)	Record Pub. Co., Ltd.	H. F. S. Paisley. E. L. Coleman	H. B. Jefferson	E. L. Coleman. E. C. McDonald (cm)	E. C. McDonald	C. W. Lewis
TRURO 7,562	News (e)	1,063	.007	....	(I) (CanP) (J) (none)	News Pub. Co., Ltd.	W. D. Dimock	W. D. Dimock	A. R. Coffin	A. R. Coffin	J. W. Doane R. L. Parks (j)

ONTARIO

City Population	Name of Newspaper Circulation		Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
BELLEVILLE 12,163	Intelligencer (e)	.....	.018	....	(C) (J) (none)	S. B. Dawson	W. H. Goodman				
	Ontario (e)	3,847	.018	....	(L) (J) (C2)	W. H. Morton	P. M. Little				
BRANTFORD 29,440	Expositor (e)	10,275	.04	.04	(I) (CanP) (†) (124-163-C18)	Preston & Sons, Ltd.	H. B. Christie. W. B. Preston	F. D. Reville. Alan Rose (sp). A. T. Whitaker (n)	W. B. Preston. G. M. Adams (bm). G. Bowden (cm)	J. H. Johnson	W. D. Reeves
BROCKVILLE 10,040	Recorder & Times (e)	4,439	.02	.02	(I-L) (CanP) (J) (none)	Recorder Ptg. Co., Ltd.	H. R. Morgan. Rt. Hon. Geo. P. Graham	C. E. Amonde	W. J. Moore	J. Edwards	S. W. Bell
CHATHAM 16,000	News (e)	6,674	.035	.025	(I) (CanP) (†) (41)	Daily News, Ltd.	R. W. Angus	R. W. Angus. William Scurr (sp)	E. C. Young (bm). H. L. Johnston (cm)	J. K. Stewart. E. C. Young (n)	E. C. Young
FORT WILLIAM 23,544	Times-Journal (e)	6,128x	.025	.025	(I) (CanP) (J) (none)	Times-Journal of Ft. William, Ltd.	J. R. Lumby	F. Johnson. F. E. Edwards (sp)	D. Smith. Geo. MacDonald (cm)	A. E. Craig	J. A. Doak (j)
GALT 13,500	Reporter (e)	5,173	.022	....	(I) (CanP) (none)		E. Werstine. Allan Holmes	E. Werstine	Allan Holmes. E. Lee (cm)	J. Slaight. Allan Holmes (n)	G. Hogan
GUELPH 18,875	Mercury (e)	5,485	.025	....	(I) (CanP) (61)	J. I. McIntosh	William Templeton. J. I. McIntosh	J. Collins	J. I. McIntosh. R. M. Hamilton (bm) T. Collins (cm)	G. C. Humphrys	T. Bates
HAMILTON 127,447	Herald (e)	15,787	.06	.06	(I) (CanP) (124-163)	R. B. Harris	J. L. Lewis. W. J. McNair	John Tremlett. P. J. Jones (sp)	R. B. Harris. R. B. Brant (cm)	George Davis. R. B. Stewart (n)	Joseph Baxter
	Spectator (e)	36,003	.10	.10	(I-C) (CanP,UP) (†) (172-C6-C18)	Hamilton Spectator, Ltd.	A. J. Holloway. William Mullins	J. A. McKenty. W. C. McMullen (sp)	W. J. Southam. F. I. Ker (bm). F. L. Britton (cm)	James R. Allan	George R. Allan
KINGSTON 25,000	Whig-Standard (e)	10,856	.045	.045	(I) (CanP,AP,BUP,TS) (†) (59)	Whig-Standard Co., Ltd.	W. R. Davies. Geo. Williamson	Arthur Davies. Fred Beaudry (sp)	H. B. Muir. Geo. Palmer (cm)	H. B. Muir	
KITCHENER 26,709	Record (e)	8,978	.03	.03	(I-L) (CanP) (J) (none)	News-Record, Ltd.	C. Wilson. W. J. Motz	A. H. Lowe. S. Shanty (sp)	W. J. Motz. C. E. Cornell (bm) J. Taylor (cm)	T. H. Kay. W. M. Euler (cl).	W. Besserer
LINDSAY 8,000	Post (e)	2,605	.02	....	(I) (d) (88)	George H. Wilson			Geo. H. Wilson. J. J. Williams (cm)		
LONDON 62,000	Advertiser (m)	15,926	....	....	(L) (CanP.AP) (149-C15)	London Advertiser Co.	M. Rossie	T. R. Elliott. C. Grafton (sp)	Frank Adams. Oscar Zoelnor (cm)	R. S. Hamilton. F. Lausanne (sl)	J. Dalton
	Advertiser (e)	4,442	....	....							
	Combined daily (me)	20,368	.06	.06							
	Free Press (m)	25,282	....	....	(L-C) (CanP) (†) (148-C18)	A. S. Blackburn	A. R. Ford	C. E. Carruthers. Wm. Rhodes (sp)	A. S. Blackburn. C. Thomas (bm). Wm. Bruce (cm)	W. E. Gunn. H. J. Hamilton (cl)	M. T. Parkinson
	Free Press (e)	14,578	....	....							
	Combined daily (me)	39,860	.09	.09							
NIAGARA FALLS 19,000	Review (e)	4,389	.02	.015	(I) (CanP) (J) (none)	F. H. Leslie, Ltd.	James M. Cowan	James M. Cowan. Pat Haffey (sp)	F. H. Leslie	D. N. Fielding. F. H. Leslie (n)	C. A. Styles (j)
OSHAWA 25,000	Times (e)	3,944	.02	.025	(I) (CanP) (J) (147)	Mundy Ptg. Co., Ltd.	A. R. Alloway	H. J. Davis	C. M. Mundy. A. R. Alloway (bm) H. Boyce (cm)	T. L. Wilson. A. R. Alloway (n). Miss D. Moffatt (cl)	R. A. Hamilton
OTTAWA 140,000	Citizen (m)	7,923	....	....	(I) (CanP.AP) (†) (172-C6-C18-C12)	Citizen Pub. Co., Ltd.	C. A. Bowman. T. D. Finn	R. L. Brindley. Ed. Baker (sp)	H. S. Southam, V. P. G. A. Disher (bm). T. V. Armstrong (cm)	R. H. Jennings (local) F. W. Crabbe (n)	
	Citizen (e)	23,131	....	....							
	Combined daily (me)	31,054	.09	.09							
	Journal Dailies (m)	7,400	....	....	(I-C) (CanP.AP) (†) (63-C15)	Journal Pub. Co. of Ottawa, Ltd.	E. N. Smith. T. G. Lowrey	V. M. Kipp. Basil O'Meara (sp)	R. F. Parkinson. W. A. Perry (bm). T. V. Armstrong (cm)	J. W. Cockburn. J. Potter (cl)	M. Powell
	Journal (e)	24,032	....	....							
	Combined daily (me)	31,432	.09	.09							
	Le Droit (e)	11,043	.05	.05	(I) (CanP) (J) (9)	Le Syndicat d'Oeuvres Sociales Ltd.	Charles Gautier	Emile Boucher. Avila Julieu (sp)	Joseph Goulet. Ch. Laplante (cm)	Edmond Lemieux. Ivanhoe Seguin (cl)	Eugene Beaudry M. Bisson (j)
OWEN SOUND 12,339	Sun-Times (e)	5,855	.025	.02	(I) (CanP) (J) (none)	Howard Fleming	C. J. McTavish	M. B. Dulmage. E. R. Dulmage (sp)	Howard Fleming. Miss C. Duncan (cm)	H. R. Moffat. Howard Fleming (n)	G. Mead (j)
PETERBOROUGH 21,000	Examiner (e)	6,759	.03	....	(I) (124-163)	Peterborough Examiner, Ltd.			M. R. Glover, Man. Dir.		
PORT ARTHUR 17,413	News-Chronicle (e)	4,444	.025	....	(I) (CanP) (J) (none)	Terminal Pub. Co., Ltd.	F. B. Allen	O. F. Young. Frank Brooks (sp).	E. B. MacKay. D. R. Harrison (bm) George Coghlin (cm)	John Manning. J. N. Sisson (cl)	John Saunders Harold Stanworth (j)
PORT HOPE 4,458	Times (e)	5,769	.025	.025	(C) (CanP) (J) (61-C2)	Amalgamated Publishers	Peter L. Brown (me)	Charles Adamson. John Nott (sp)	Peter L. Brown (bm). W. R. Donald (cm)	F. J. Taggart	L. H. Banks
	Guide (e)	.....	.009	....	(L) (d) (none)	George Wilson & Co.	Geo. H. Wilson				
ST. CATHARINES 22,053	Standard (e)	9,865	.04	....	(I) (CanP.UP) (J) (124-163)	St. Catharines Standard, Ltd.	H. B. Burgoyne		H. B. Burgoyne		
ST. THOMAS 20,327	Times-Journal (e)	8,495	.03	.025	(I) (CanP) (none)	L. H. Dingman	Thomas Keith (me)	L. B. Birdsall. N. Whitmore (sp)	W. L. Agnew (bm). S. C. Stewart (cm)	M. B. Housley. W. L. Agnew (n). C. Hatcher (cl)	
SARNIA 16,600	Canadian Observer (e)	5,707x	.0225	.0225	(I) (CanP) (C17)	Canadian Observer, Ltd.	H. M. Hueston	W. D. McKay. O. M. Wilson (sp)	A. D. McKenzie. B. C. Smith (cm)	W. J. Batten	W. J. Peacock
SAULT STE. MARIE 22,600	Star (e)	5,749	.025	.0225	(I) (CanP (J) (none)	J. W. Curran	J. W. Curran	J. C. Richardson	J. W. Curran. R. Young (cm)	Frank Kavanaugh	W. S. Curran David Hilts (j)
STRATFORD 18,425	Beacon-Herald (e)	8,244	.03	.025	(I) (CanP (J) (none)	L. H. Dingman	A. R. Kennedy	T. J. Dolan. J. C. Burns (sp)	Charles D. Dingman. C. C. Cavell (cm)	W. J. Dunsmore. C. D. Dingman (n)	M. A. Robinson C. D. Dingman (j)
TORONTO 542,187	Globe (m)	97,435	.20	.13	(I-L) (CanP.AP.NYT.CT) (mer) (J) (E) (109-51-C19-C14-C7-C12-EL)	W. G. Jaffrey	H. W. Anderson	H. V. Ferguson. Fred'k Wilson (sp)	W. G. Jaffrey. Harry G. Kimber (cm)	R. K. Stocks	John Chinn
	Mail & Empire (m)	114,207	.20	.13	(C) (CanP.AP) (119-C1-C20)	Mail Ptg. Co.	C. A. C. Jennings. John Scott	M. B. McDonald. Ed. Allan (sp)	G. E. Scroggie (bm). G. M. McTaggart (cm)	George E. Scroggie. P. H. Auger (n). E. R. Durand (cl)	W. Leaks
	Star (e)	157,505	.20	.13	(I-L) (*Sat) (J) (E) (63-C15)	J. E. Atkinson	J. T. Clark. J. R. Bone	H. C. Hindmarsh. W. A. Hewitt (sp). J. H. Cranston (Su)	W. C. R. Harris. W. A. Argue (cm)	W. C. R. Harris. F. L. Tate (cl)	A. C. F. West J. J. Welsh (j)
	Sunday edition (S)	192,014	.28	.18							
	Telegram (e)	125,028	.20	.13	(I) (CanP.UP) (J) (E) (172-C6)	J. Ross Robertson Estate	J. R. Robinson	P. Bretz. J. P. Fitzgerald (sp)	I. E. Robertson. A. T. Chadwick (bm) William Elder (cm).	N. T. Bowman	G. Christie

CIRCULATIONS, RATES AND PERSONNEL OF CANADIAN DAILIES—Continued

ONTARIO (Cont'd)

City Population	Name of Newspaper Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Local	Key See Note on Page 17	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
WINDSOR 95,000	Border Cities Star (e) 30,361	.09	.07	(I) (CanP) (†) (J) (E) (none)	W. F. Herman	W. H. Vaughan, Exec. Ed. Ellison Young	W. L. Clark R. F. Gibson (sp)	H. A. Graybiel R. J. Sallans (bm) C. E. Traunicek (cm)	R. J. Newell R. J. Sallans (n) K. McKay (cl)	J. Braddock H. A. Graybiel (j)
WOODSTOCK 10,000	Sentinel-Review (e) 6,453	.025	.025	(I) (CanP) (J) (124-163)	Sentinel-Review Co., Ltd.	W. J. Taylor M. McIntyre Hood		W. J. Taylor, Man. Dir. J. Sutherland (cm).	C. O. Latham	P. Medcalf (j)

PRINCE EDWARD ISLAND

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CHARLOTTETOWN 14,000	Guardian (m) 5,876	.03	....	(C) (J) (CanP) (91)	Island Guardian Pub. Co.	J. B. Burnett		J. R. Burnett		
	Patriot (e) 4,295	.02	....	(L) (CanP) (J) (d) (none)	Patriot Pub. Co.	Reuben MacDonald				

QUEBEC

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
CHICOUTIMI 15,000	Le Progrès du Saguenay (e) 9,200	.04	.025	(I) (CanP) (J) (9)	Le Syndicat des Imprimeurs du Saguenay	Eugene l'Heureux	R. Belleau R. Lalande (sp)	A. F. Mercier J. A. Alain (cm)	Maurice Ribaud T. L. Simard (n) E. Cote (cl)	R. R. Grenon
LEVIS 16,470	Quotidien (e)	.015	....	(L) (d) (none)	La Cie. de Publication de Levis, Ltee.					
MONTREAL 989,835	Le Canada (m) 9,121	.06	....	(L) (CanP) (J) (none)	Le Cie. de Publication du Canada, Ltee.	P. Rinfret, M. P.		J. B. Lapoint		
	Le Devoir (e) 13,730	.06	....	(I) (J) (CanP) (91-C10)	Imprimerie Populaire, Ltee.	Henri Bourassa Louis Dupire	Louis Robillard X. E. Narbonne (sp)	Georges Pelletier N. Lafortune (bm) L. Lorrain (cm)	A. Montambault	J. O. Beaudet
	Gazette (m) 35,068	.09	.09	(I-C) (CanP,AP) (J) (E) (72-C11-E1)	Gazette Ptg. Co., Ltd. Hon. Smeaton White	Paul Bilkie J. A. McNeil	Louis Slattery Wm. Morrison (sp)	J. R. Henderson (bm) F. Lawson (cm)	Wm. J. C. Sutton	J. Hayes T. Winfield (j)
	Herald (e) 10,888	.05	.05	(L) (AP,CanP) (J) (69)	A. G. Morton	C. L. Sibley	H. A. Somerville E. W. Ferguson (sp)	A. C. Morton B. E. Noble (cm)	P. H. Devenish	J. Reilly W. Gilmour (j)
	La Patrie (e) 23,483 Saturday edition (Sat) 50,055	.09 .09	.11 .11	(C) (CanP) (*Sat) (J) (E) (94-C18)	La Patrie Pub. Co., Ltd.	J. A. Gauthier E. Leteilier	Edouard Chauvin Horace Lavigne (sp)	J. N. A. Perrault Louis Bourque (cm)	Eugene Tarte A. F. Beaugrand (cl)	L. P. Durocher Armand Legault (j)
	La Presse (e) 147,952 Saturday edition (Sat) 171,100	.25 .25	....	(I) (CanP) (*Sat) (†) (J) (E) (129-C16-E1)	La Cie. de Publicite de La Presse	Oswald Mayrand	H. Gagnier N. Laberge (sp) A. Cote (roto)	J. P. Callaghan (bm) J. E. Bourgeau (cm)	John P. Callaghan J. McGraw (cl)	H. Lionais
	Standard (Sat) 104,688	.15	.10	(I) (CanP,AP,UP,CP) (*Sat) (69-C15	Standard Pub. Co., Ltd.	Fred Yorston, Pres.	James McDonagh R. A. Cochrane (Su)	Fred Yorston R. B. Gay (bm)	R. B. Gay	Charles Scott
	Star (e) 114,175	.16	.16	(I) (CanP, AP, UP, BUP, AusP) (33-112-C8-C9)	Montreal Star Co., Ltd.	E. J. Archibald A. R. Carman	H. C. Todd P. Spanjsardt (sp)	Rt. Hon. Lord Athol-stan E. R. Whitrod, Sec-Treas. W. J. Little (cm)	H. G. Brewer	V. Filteau
QUEBEC 131,071	L'Action Catholique (e) 18,508	.07	.07	(I) (BUP) (J) (E) (9-C2)	L'Action Sociale, Ltee.	Rev. F. Blanchet Dr. Jules Dorion	I. Carrier J Descarreaux (sp)	N. J. Proulx J. A. Emond (bm) A. Maranda (cm)	A. Brousseau A. Dussault (n)	Laureat Kirouac
	Chronicle-Telegraph (e) 6,162	.04	.04	(I) (CanP) (†) (J) (91)	Chronicle-Telegraph Pub. Co., Ltd.	A. G. Penny		E. G. Smith		
	L'Evenement (m) 18,552	.06	.06	(I) (CanP) (mer) (J) (27)	J. H. Fortier	J. E. Barnard	Edmond Chasse Joseph Morasse (sp)	P. G. Jalbert P. A. Robitaille (cm)	E. Castonguay R. Simard (n) M. Dion (cl)	Désiré Emond
	Le Soleil (m) 44,278	.12	....	(L) (CanP) (J) (E) (72)	Le Soleil, Ltd.	Laurent Beaudry		Henri Gagnon		
SHERBROOKE 26,900	Record (e) 9,519	.045	.045	(I) (CanP) (none)	Sherbrooke Record Co., Ltd.	Gordon Miller V. E. Merrill	H. K. Flaherty Norman Williams (sp)	V. E. Morrill E. G. Pierce (bm)	P. C. Bucklan	
	La Tribune (e) 7,262	.04	.03	(L) (CanP) (†) (J) (27)	La Tribune, Ltee.	Florian Fortin L. P. Robidoux	A. Goyer Jean M. Garette (sp)	Florian Fortin Philippe Doyon (cm)	Leo Lamothe Olive Lynch (cl)	Alphonse Huard
TROIS RIVIERES 35,000	Le Nouvelliste (e) 8,849	.04	.03	(I) (CanP) (9)	La Cie. de Publication Le Nouvelliste, Ltee. J. H. Fortin, Pres.	Hector Heroux	Albert Plouffe O. Heroux (sp)	Emile Jean Laurent Paradis (cm)	Paul Dupuis	Philippe Dion

SASKATCHEWAN

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
MOOSE JAW 23,475	Herald (m) 2,553x	....	....	(L) (CanP) (J) (124-163-C18)	Times Co., Ltd.	Thomas Miller	F. J. Workman C. Ritchie (sp)	Thomas Miller O. R. Reid (cm)	James H. Drynan	John S. Clark
	Times (e) 4,339x	....	....							
	Combined daily (me) 6,892x	.05	.05							
PRINCE ALBERT 7,842	Herald (e) 2,716x	.02	.02	(I) (CanP) (J) (none)	John Eagle	John Eagle		John Eagle		J. J. Flynn
REGINA 40,000	Leader (m) 24,432x	....	....	(L) (CanP) (J) (58-C4-C12)	Leader Pub. Co., Ltd.	Burford Hooke A. M. Raymond (new)	G. H. Craik (M) C. E. Leighton (E) C. H. Fairman (M) (sp) A. Murray (E) (sp)	Burford Hooke W. Lorde (cm)	H. Saul	N. L. Lance (j)
	Post (e) 7,710x	....	....							
	Combined daily (me) 32,142x	.09	.09							
SASKATOON 39,704	Phoenix (m) 2,452x	....	....	(L) (CanP) (J) (58-C4-C12)	Star Pub. Co., Ltd.	W. A. Laubach (M) J. B. McGeachy (E) W. A. Laubach (me) E. Knowles (news)	M. O. L'Ami (M) E. W. Webb (E) V. DeGeer (M) (sp) R. Cameron (E) (sp)	W. A. Laubach C. R. McCullagh (cm)	F. D. Galbraith	W. Peacock E. F. Park (j)
	Star (e) 21,503x	....	....							
	Combined daily (me) 23,955x	.08	.08	(L) (CanP) (J) (58-C4-C12)						

DOMINION OF NEWFOUNDLAND

City Population	Name of Newspaper Circulation	Nat.	Local	Key	Publisher	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Mech. Supt. Job Supt.
ST. JOHNS 37,047	News (MS) 7,200	.02	02	(LC) (R&CP) (none)	Robinson & Co., Ltd.	J. S. Currie				

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NEWSPAPER ADVERTISING REPRESENTATIVES IN UNITED STATES

Their Main and Branch Offices

Following is a list of newspaper advertising representatives in the United States. The key numbers relate to corresponding numbers showing in the newspaper and personnel lists:

Key	Firm Name	City	Office Address
	A		
1	Alcorn & Seymour Co., Inc.	New York	270 Madison ave.
		Chicago	410 N. Michigan ave.
2	Allen-Klapp Co.	Chicago	435 N. Michigan ave.
		New York	551 5th ave.
		St. Louis	312 Victoria Bldg.
		Kansas City	Interstate Bldg.
		Detroit	507 Donovan Bldg.
		Boston	Park Square Bldg.
3	Scripps-Howard Newspapers	Chicago	400 N. Michigan ave.
		New York	250 Park ave.
		Detroit	General Motors Bldg.
		Los Angeles	723 Title Insurance Bldg.
		Atlanta	Walton Bldg.
		Portland, Ore.	714 Terminal Sales Bldg.
		San Francisco	564 Market st.
		Seattle	Lloyd Bldg.
4	American Press Association	New York	225 W. 39th st.
		Chicago	122 S. Michigan ave.
		Detroit	2111 Woodward ave.
		Baltimore	111 N. Charles st.
		Kansas City	Interstate Bldg.
5	Anderson, C. J., Special Agency	Chicago	35 East Wacker Drive
		New York	See Ralph R. Mulligan
6	Anderson, V. S.	New York	1819 Broadway
7	Arthur, Wilbur L.	New York	1834 Broadway
	B		
8	Barnard, L. F.	Boston	5 Winthrop Square
9	Beckwith, The S. C., Special Agency	New York	63 Park Row
		Chicago	7 S. Dearborn st.
		Detroit	521 Ford Bldg.
		Kansas City	Interstate Bldg.
		St. Louis	Syndicate Trust Bldg.
		Atlanta	1415 Atlanta Trust Bldg.
		Los Angeles	See C. I. Moody
		San Francisco	See H. H. Conger
10	Bell, T. S.	Boston	Old South Bldg.
11	Bellisle Co., A. P.	San Francisco	681 Market st.
12	Benjamin & Kentnor Co.	New York	2 W. 45th st.
		Chicago	203 N. Wabash ave.
		Philadelphia	1524 Chestnut st.
		Los Angeles	401 Van Nuys Bldg.
		San Francisco	58 Sutter st.
13	Berger, Joseph E.	New York	20 Vesey st.
14	Bertolet, C. D.	New York	366 5th ave.
		Chicago	30 N. Dearborn st.
		Kansas City	See Davies, Dillon & Kelly
		Pacific Coast	See R. J. Bidwell Co.
15	Bidwell Co., R. J.	San Francisco	742 Market st.
		Los Angeles	Times Bldg.
		Seattle	3322 Stuart Bldg.
16	Blish, A. R.	Chicago	Tribune Tower
17	Block, Paul, Inc.	New York	247 Park ave.
		Chicago	Century Bldg.
		Detroit	General Motors Bldg.
		Boston	Little Bldg.
		Philadelphia	Commonwealth Trust Bldg.
18	Boardman, Harry B.	Chicago	123 West Madison st.
19	Boone, Louis C.	Detroit	Book Tower Bldg.
20	Boone, Rodney E.	New York	9 E. 40th st.
21	Boyle, J. Mora	New York	55 Frankfort st.
22	Branham Co., John M.	Chicago	360 N. Michigan ave.
		New York	420 Lexington ave.
		Detroit	74 Adams ave., West
		St. Louis	721 Olive st.
		Kansas City	15 W. 10th st.
		Nashville	400 Union st.
		Atlanta	123 Peachtree st.
		Pacific Coast	See Fred L. Hall Co., Inc.
23	Brush, H. W.	Los Angeles	1748 N. Kenora ave.
24	Bryan Murphy & Co.	Kansas City	Interstate Bldg.
25	Bryant, Griffith, & Brunson, Inc.	New York	9 E. 41st st.
		Chicago	307 N. Michigan Blvd.
		Boston	201 Devonshire st.
		Atlanta	Walton Bldg.
26	Budd Co., The John	New York	9 E. 37th st.
		Chicago	435 N. Michigan ave.
		St. Louis	Chemical Bldg.
		Atlanta	Healey Bldg.
		San Francisco	55 New Montgomery st.
		Los Angeles	Chamber of Commerce Bldg.
		Portland, Ore.	Security Bldg.
27	Burke, E M., Inc.	New York	420 Lexington ave.
		Chicago	122 S. Michigan ave.
		Atlanta	Constitution Bldg.
28	Burke, Hugh	New York	366 Madison ave.
	C		
29	Callender & Lynch, Inc.	New York	24 N. William st.
30	Campbell, Don	Chicago	McCormick Bldg.
31	Campbell, Chesser M.	New York	512 5th ave.
32	Capper Publications	New York	421 Lexington ave.
		Chicago	608 S. Dearborn st.
		Detroit	1632 W. Lafayette Blvd.
		Philadelphia	261 S. Third st.
		St. Louis	2206 Pine st.
		Kansas City	1407 Waldheim Bldg.
		Cleveland	1013 Rockwell ave.
		San Francisco	Sharon Bldg.
33	Carroll, Dan A.	New York	110 E. 42nd st.
34	Chalfant, E. N.	New York	1834 Broadway
35	Chapeck, A. T.	Chicago	326 W. Madison st.
36	Chew, W. W.	New York	285 Madison ave.
37	Chicago News Bureau	Chicago	332 S. LaSalle st.
38	Chittenden, S. B.	Boston	5 Winthrop Square
39	Clark, Thomas F. Co., Inc.	New York	132 W. 31st st.
		Chicago	140 S. Dearborn st.
		Philadelphia	1031 Chestnut st.
40	Clark, H. K.	Chicago	208 S. LaSalle st.
41	Clayden, A. E., Inc.	New York	347 5th ave.
		Chicago	140 S. Dearborn st.
42	Close, George D.	Los Angeles	Chamber of Commerce Bldg.
		San Francisco	Montgomery st.
43	Collegiate Special Advertising Agency, Inc.	Chicago	612 N. Michigan ave.
		New York	503 5th ave.
44	Cone, Rothenberg & Noee, Inc.	New York	9 E. 41st st.
		Chicago	360 N. Michigan Blvd.
		Detroit	Donovan Bldg.
		Atlanta	Constitution Bldg.
		Kansas City	305 Coca Cola Bldg.
		Los Angeles	Petroleum Securities Bldg.
		St. Louis	312 Victoria Bldg.
45	Conger & Moody	Los Angeles	108 W. 2nd st.
		San Francisco	55 New Montgomery st.
46	Cour, C. A.	St. Louis	404 Globe Democrat Bldg.
47	Covington, Euclid M.	New York	285 Madison ave.
48	Crall Co., L. H.	New York	225 5th ave.
		Chicago	7 S. Dearborn st
49	Crawford, F. E.	Chicago	326 W. Madison st.
50	Creel, Allan W.	New York	15 E. 40th st.
51	Cupit & Birch	San Francisco	317-318 Kohl Bldg.
	D		
52	David Co., George B.	New York	110 E. 42nd st.
		Chicago	400 N. Michigan Blvd.
53	Davies & Dillon	Kansas City	15 W. 10th st.
54	Davis, R. H.	Chicago	410 N. Michigan ave.
55	Dayton, James G.	New York	6 Columbus Circle
56	DeClerque, E. C.	New York	12 E. 41st st.
		Chicago	435 N. Michigan ave.
57	DeClerque, Harry H.	New York	12 E. 41st st.
		Chicago	435 N. Michigan ave.
58	DeClerque, Henry, Inc.	Chicago	435 N. Michigan ave.
		New York	12 E. 41st st.
		Los Angeles	108 W. 2d st.
		San Francisco	55 New Montgomery st.
		Seattle	507 Leary Bldg.
59	Devine-Wallis Corp.	New York	103 Park ave.
		Chicago	38 S. Dearborn st.
60	Doty & Stypes, Inc.	San Francisco	Sharon Bldg.
		Los Angeles	Commerce Bldg.
		Portland, Ore.	Security Bldg.
61	Douglas, Robert E.	Chicago	140 S. Dearborn st.
		New York	See Wm. D. Ward
62	Dreuhl, Fred H.	Rochester, N. Y.	136 St. Paul st.
	E		
63	Eddy Co., Chas. H.	New York	247 Park ave.
		Chicago	410 N. Michigan ave.
		Boston	294 Washington st.
	F		
64	Farley, Robert S.	New York	25 Beaver st.
65	Ferriss, H. R.	Seattle	White-Henry-Stuart Bldg.
66	Fisher, Harry R. Co.	Chicago	5 S. Wabash ave.
67	Fletcher, R. A.	New York	285 Madison ave.
68	Ford-Parsons Co.	Chicago	360 N. Michigan ave.
		San Francisco	58 Sutter st.
69	Fralick & Bates, Inc.	New York	270 Madison ave.
		Chicago	605 N. Michigan ave.
		San Francisco	Sharon Bldg.
		Los Angeles	Higgins Bldg.
70	Frost, Landis & Kohn	Chicago	35 E. Wacker Drive
		New York	250 Park ave.
		Atlanta	Walton Bldg.
		Kansas City	Interstate Bldg.
		St. Louis	Security Bldg.
		Pacific Coast	See Fred L. Hall Co., Inc.
71	Fries, Geo.	Detroit	General Motors Bldg.
	G		
72	Gilman, Nicoll & Ruthman	Chicago	410 N. Michigan ave.
		New York	19 W. 44th st.
		Boston	73 Tremont st.
		San Francisco	507 Montgomery st.
73	Gladding, Geo. M.	Detroit	General Motors Bldg.
74	Grant, A. D.	Atlanta	Constitution Bldg.
75	Gravure Service Corp.	New York	Graybar Bldg.
		Chicago	400 N. Michigan ave.
		Los Angeles	Chamber of Commerce Bldg.
		San Francisco	507 Montgomery st.
		Seattle	Leary Bldg.
76	Griffin, J. H.	Chicago	140 S. Dearborn st.
77	Groom, J. K.	Aurora, Ill.	Beacon-News Bldg.
	H		
78	Hall, Fred L. Co., Inc.	San Francisco	507 Montgomery st.
		Los Angeles	Chamber of Commerce Bldg.
		Seattle	Leary Bldg.
79	Hamilton-DeLisser, Inc.	New York	285 Madison ave.
		Chicago	612 N. Michigan ave.
80	Hammond & Walcott	New York	366 5th ave.
81	Harris, J. C., Jr.	Atlanta	Atlanta Trust Co. Bldg.
82	Henning, Wm. C.	Chicago	326 W. Madison st.
83	Henriquez, P. L.	Chicago	435 N. Michigan ave.
84	Hill, A. J. Norris Co.	San Francisco	5 3rd st.
		Los Angeles	412 W. 6th st.
		Seattle	Leary Bldg.
85	Hobson, W. G.	New York	2 Columbus Circle
86	Hoffmeyer, T. C.	San Francisco	Monadnock Bldg.
87	Holland, John A., Agency	Boston	68 Devonshire st.
88	Houser, C. L. Co.	New York	1 W. 47th st.
		Chicago	435 N. Michigan ave.
89	Howland & Howland	New York	393 7th ave.
		Chicago	360 N. Michigan ave.
90	Huntsman, Inc., R. F. R.	New York	Woolworth Tower
	I		
91	Ingraham-Powers, Inc.	New York	350 Madison ave.
		Chicago	19 S. LaSalle st.
		Kansas City	Interstate Bldg.
92	Inland Newspapers, Inc.	New York	512 5th ave.
		Chicago	400 N. Michigan ave.
	J		
93	Jackson, Charles J.	Chicago	208 S. LaSalle st.
	K		
94	Katz E., Special Advertising Agency	New York	58 W. 40th st.
		Chicago	307 N. Michigan ave.
		Detroit	General Motors Bldg.
		Kansas City	Waldheim Bldg.
		Atlanta	22 Marietta St.
		San Francisco	Monadnock Bldg.
95	Kauffman, Frank K.	Chicago	36 N. Michigan ave.
96	Keator, A. R.	Chicago	8 S. Dearborn st.

The S. C. Beckwith Special Agency

Covers

The United States Best

with its

Complement of 70 People, 8 Offices and 28
Trained Newspaper Advertising Salesmen

48

Years' Experience in Securing
National Advertising
Exclusively for Daily Newspapers
Beckwith Has a Record
Unexcelled
Unblemished
Unbroken

for

Satisfactory and Substantial Service

THE S. C. BECKWITH SPECIAL AGENCY

NEW YORK CHICAGO ST. LOUIS KANSAS CITY
DETROIT ATLANTA PHILADELPHIA SAN FRANCISCO

NEWSPAPER ADVERTISING REPRESENTATIVES—U. S.

(Continued from page 122)

Key	Firm Nema	City	Office Address
97	Kelly-Smith Co.	New York	Graybar Bldg.
		Chicago	435 N. Michigan ave.
		Boston	Waterman Bldg.
		Philadelphia	260 Broad st.
98	Keough, J. B.	Atlanta	Candler bldg.
99	Kimball, Fred, Inc.	Chicago	1514 Tribune Tower
		New York	67 W. 44th st.
		Pittsburgh	Chamber of Commerce Bldg.
100	Klein, I. A.	New York	50 E. 42d st.
		Chicago	410 N. Michigan ave.
101	Klein, Joseph A.	New York	42 Broadway
102	Koehler, H. A.	Chicago	326 W. Madison st.
103	Kohn, Geo. M., Inc.	Atlanta	Walton Bldg.
104	Krogness, C. George	San Francisco	253 Crocker 1st Natl. Bank Bldg.
		Los Angeles	401 Van Nuys Bldg.

L

Key	Firm Nema	City	Office Address
105	LaCoste & Maxwell	New York	45 W. 34th st.
		Chicago	140 S. Dearborn st.
106	Larson, C. A. and Associates	New York	154 Nassau street
107	Lederer, John H.	Chicago	910 Hearst Bldg.
108	Levings, F. R.	Chicago	35 East Wacker Drive
109	Lorenzen & Thompson, Inc.	Chicago	122 S. Michigan ave.
		New York	19 W. 44th st.
		San Francisco	317 Kohl Bldg.
		Seattle	Leary Bldg.
110	Lorentz, J. D.	New York	154 Nassau street
111	Lundgren, Julius W.	Chicago	8 S. Dearborn st.
112	Lutz, John E.	Chicago	6 N. Michigan ave.

M

Key	Firm Nema	City	Office Address
113	McClure, L. F.	Chicago	720 Cass St.
		Kansas City	Land Bank Bldg.
		Detroit	2549 Woodward ave.
		Cleveland	3030 Euclid ave.
114	McCollum, J. A.	St. Louis	915 Olive st.
115	McColgin, Edward L.	Detroit	Murphy Bldg.
116	McDevitt, Geo. A. Co.	New York	250 Park ave.
		Chicago	122 S. Michigan ave.
117	McGinn, Nell D.	Detroit	General Motors Bldg.
118	McGiveran, J. T.	Chicago	326 W. Madison st.
119	McKinney, J. P. & Sons	New York	19 W. 44th st.
		Chicago	400 N. Michigan ave.
		San Francisco	700 Claus Spreckels Bldg.
120	McMahon, J. E.	Chicago	326 W. Madison st.
121	Mathews, Julius, Special Agency	Boston	1 Beacon st.
		New York	15 E. 40th st.
		Detroit	2457 Woodward ave.
		Chicago	30 N. Dearborn st.
122	Marsh, Martin L.	New York	24 W. 40th st.
123	Middleton-Kimball Co.	Chicago	435 N. Michigan ave.
		New York	67 W. 44th st.
		Pittsburgh	604 Chamber of Com. Bldg.
124	Miller, Chas. E.	New York	Times Bldg.
		Chicago	See W. H. Stockwell
125	Mitchell, Ralph W.	Kansas City	Coca Cola Bldg.
126	Morgensen, M. C. & Co., Inc.	Chicago	360 N. Michigan ave.
		New York	270 Madison ave.
		Detroit	2459 Woodward ave.
		Portland, Ore.	446 Morrison st.
		San Francisco	564 Market st.
		Los Angeles	Title Insurance Bldg.
		Seattle	Lloyd Bldg.
127	Mohr, Lee J.	Chicago	435 N. Michigan ave.
128	Moloney, Herbert W.	New York	342 Madison ave.
129	Morton Co., Wm. J.	New York	200 Fifth ave.
		Chicago	410 N. Michigan ave.
130	Moyer, Ben L.	New York	25 Park Place
131	Mulligan, Ralph R.	New York	30 East 42d st.
		Chicago	See C. J. Anderson S. Agency
132	Murfey, E. T. R.	Chicago	326 W. Madison st.

N

Key	Firm Nema	City	Office Address
133	Neitz, Arthur G.	Seattle	Leary Bldg.
134	New Jersey Newspapers, Inc.	Chicago	123 W. Madison st.
		New York	25 E. 26th st.
		Boston	10 High st.
		Newark	487 Orange st.
		Philadelphia	1524 Chestnut st.
135	New York News Bureau Association	San Francisco	Russ Bldg.
136	New York Daily Mirror	Chicago	326 W. Madison st.
137	Nixon, Kenneth J.	Atlanta	82 Marietta st.
138	Northwest Press Association	Minneapolis	Palace Bldg.
139	Nugent, D.	Boston	5 Winthrop Sq.

O

Key	Firm Nema	City	Office Address
140	O'Mara & Ormsbee, Inc.	New York	280 Madison ave.
		Chicago	122 S. Michigan blvd.
		San Francisco	Monadnock Bldg.
		Detroit	General Motors Bldg.
141	O'Flaherty's New York Suburban List, Inc.	New York	313 W. 37th st.
142	Osborn, Guy S., Inc.	Chicago	360 S. Michigan ave.
		Detroit	See J. Scolaro
		St. Louis	403 Globe Democrat Bldg.

P

Key	Firm Nema	City	Office Address
143	Patterson, Kellogg M.	Chicago	7 S. Dearborn st.
144	Payne Co., G. Logan	Chicago	6 N. Michigan ave.
		New York	247 Park ave.
		Boston	80 Boylston st.
145	Payne, Franklin S.	Detroit	Book Tower Bldg.
146	Powell, Robert E.	New York	29 W. 34th st.
147	Powers & Stone, Inc.	New York	Postum Bldg.
		Chicago	38 S. Dearborn st.
148	Prudden, King & Prudden, Inc.	New York	270 Madison ave.
		Chicago	28 E. Jackson boulevard
		Boston	31 St. James ave.
		Los Angeles	Chamber of Commerce Bldg.
		San Francisco	507 Montgomery st.

R

Key	Firm Nema	City	Office Address
149	Randall, D. J. & Co.	New York	347 5th avenue
150	Richards, F. St. John	New York	41 Park Row
151	Riegel, Jno. K.	New York	110 E. 42d st.
152	Rockwood, Ralph K.	Chicago	6 No. Michigan ave.
153	Rosen, S. L.	Dallas	Mercantile Bank Bldg.
154	Roe, Stevens Company	New York	11 West 42nd st.

S

Key	Firm Nema	City	Office Address
155	Scheerer, Inc.	Chicago	35 E. Wacker Drive
		New York	200 5th ave.
156	Schulenburg, Carl A.	St. Louis	509 Security Bldg.
157	Scolaro, Jos. R.	Detroit	General Motors Bldg.
		Chicago	See Guy S. Osborn, Inc.
158	Shattuck, C. H.	Chicago	168 N. Michigan ave.
159	Shirk, David M.	New York	9 E. 40th street
160	Shull, Karl J.	Los Angeles	Transportation Bldg.
161	Smith, A. F., Special Agency	Philadelphia	1001 Chestnut st.
		Chicago	Hartford Bldg.
162	Speer, S. C.	New York	285 Madison ave.
163	Stockwell, W. H.	Chicago	122 S. Michigan ave.
		New York	See Chas. E. Miller
164	Story, Brooks & Finley, Inc.	New York	100 E. 42d st.
		Chicago	360 N. Michigan ave.
		Philadelphia	Equitable Bldg.
		San Francisco	See Conger & Moody
		Los Angeles	See Conger & Moody
165	Sweeney Co., John M.	Boston	127 Federal st.
166	Suburban Advertisers Service	New York	25 E. 26th st.
167	Swan, Carroll J.	Boston	931 Park Sq. Bldg.

T

Key	Firm Nema	City	Office Address
168	Texas Daily Press League	Chicago	19 S. LaSalle st.
		New York	250 Park ave.
		Dallas	Mercantile Bank Bldg.
		Kansas City	Interstate Bldg.
169	Theis Co., S. C. Inc.	New York	420 Lexington ave.
		Chicago	30 N. Michigan ave.

V

Key	Firm Nema	City	Office Address
170	Van Gieson, F. M.	San Francisco	Monadnock Bldg.
171	Van Slyke, E. I.	Chicago	Hearst Bldg.
172	Verree & Conklin, Inc.	New York	285 Madison ave.
		Chicago	28 E. Jackson blvd.
		Detroit	321 Lafayette blvd.
		San Francisco	681 Market st.

W

Key	Firm Nema	City	Office Address
173	Wales, Franklin E.	Chicago	140 S. Dearborn st.
174	Wallis, I. S. & Son	Chicago	38 S. Dearborn st.
175	Ward, James H.	Detroit	General Motors Bldg.
176	Ward, Robert E., Inc.	Chicago	5 S. Wabash ave.
		New York	501 5th ave.
177	Ward, W. D.	New York	154 Nassau st.
		Chicago	See Robert E. Douglas
178	Weaver-Stewart Co., Inc.	New York	11 E. 44th st.
		Chicago	612 N. Michigan ave.
179	Weishar, L. I.	Chicago	Century Bldg.
180	Western Press Association	San Francisco	55 New Montgomery st.
		Los Angeles	65a Cham. of Com. Bldg.
181	Wheeler, H. R.	Boston	5 Winthrop square
182	Williams & Holman	San Francisco	1504 Hobart Bldg.
183	Williams, Lawrence & Cresmer Co.	New York	285 Madison ave.
		Chicago	360 N. Michigan ave.
		San Francisco	742 Market st.
		Los Angeles	Times Bldg.
		Seattle	White-Henry-Stuart Bldg.
184	Wilson, William H.	Chicago	326 W. Madison st.
185	Wolcott, E. E.	New York	366 5th ave.
186	Woodward, John B.	New York	110 E. 42nd st.
187	Woodward & Kelly	Chicago	360 N. Michigan ave.
		Detroit	408 Fine Arts Bldg.

NEWSPAPER REPRESENTATIVES IN CANADA

Key	Firm Nema	City	Office Address
C1	Abraham, C. A.	Montreal	232 St. James st.
C2	Allen Company, J. B.	Toronto	72 Adelaide st., W.
		Montreal	12 Phillips Pl. Bldg.
C3	Crowley, W. J.	Montreal	136 St. James st.
C4	Ford, A. E.	Toronto	Bank of Hamilton Bldg.
C5	Guy, Edgar J.	Toronto	Royal Bank Bldg.
C6	Hogan, John C.	Montreal	Southam Bldg.
C7	McBride, J. P.	Hamilton	25 Hughson st.
C8	McCallum, D. J.	Montreal	165 St. James st.
C9	McGillivray, M. W.	Toronto	396 Bay st.
C10	Marshall, G. A.	Toronto	McKinnon Bldg.
C11	Martin, W. T.	Toronto	Metropolitan Bldg.
C12	Payson, Frank E.	Vancouver, B. C.	850 Hastings st.
C13	Pearson, C. M.	Toronto	Stair Bldg.
C14	Perry, Vincent G.	London, Ont.	171 King st.
C15	Rathbone, J. B.	Montreal	Canada Cement Bldg.
		Toronto	110 Church st.
C16	Rees, S. L.	Toronto	Metropolitan Bldg.
C17	Smallpiece, W. E.	Toronto	
C18	Thompson, F. W.	Toronto	100 King st., W.
C19	Wilson, F. J.	Montreal	Canada Cement Bldg.
C20	Wright, T. M.	Hamilton	Sun Life Bldg.

NEWSPAPER REPRESENTATIVES IN LONDON, ENGLAND

Key	Firm Nema	City	Office Address
E1	Clougher, Corp Ltd, T. R.	London	Royal Colonial Chambers, 18-20 Craven St., London, W. C. 2

PREMIER DRY MATS

POINT TO QUALITY

American Publishers have used PREMIER DRY MATS for over (15) years with success.

Good Black Printing comes from PREMIER DRY MAT CASTS.

Try us with your Next Order. The Results will surprise you.

Price 14c per mat size 20x24 Case Lots (500 sheets) F.O.B. N.Y.C.

Trial orders at case price—Sample sheets Gratis for Trial Tests. Advise make of Casting Box you use.

PREMIER FLONG COMPANY

KARL HAGENBACHER

P. O. Box 671, City Hall Station **New York, N. Y.**

Sales Office, 258 Broadway

Newspaper Advertising is *Market* Advertising

IT was the old idea that advertising in a newspaper would cover only the city in which the newspaper is published.

To day, the well informed advertiser knows that the newspaper serves not only its own city, but a vast outside territory which is tributary to the city itself, and accessible and closely related principally because of good roads, bus lines and the almost universal ownership of automobiles.

Thus an ENTIRE MARKET is covered by newspaper advertising rather than a city alone.

No advertising medium reaches as regularly and as effectively the homes of an individual market as the newspaper.

We are the national advertising representatives of progressive and influential newspapers located in eighteen prosperous and responsive markets.

We are at all times prepared—in conjunction with their respective service departments—to provide valuable and useful merchandising service and market reports that will assist the manufacturer of any commodity either in opening up the market or in extending distribution already under way.

KNOWN CIRCULATION

THE JOHN BUDD COMPANY

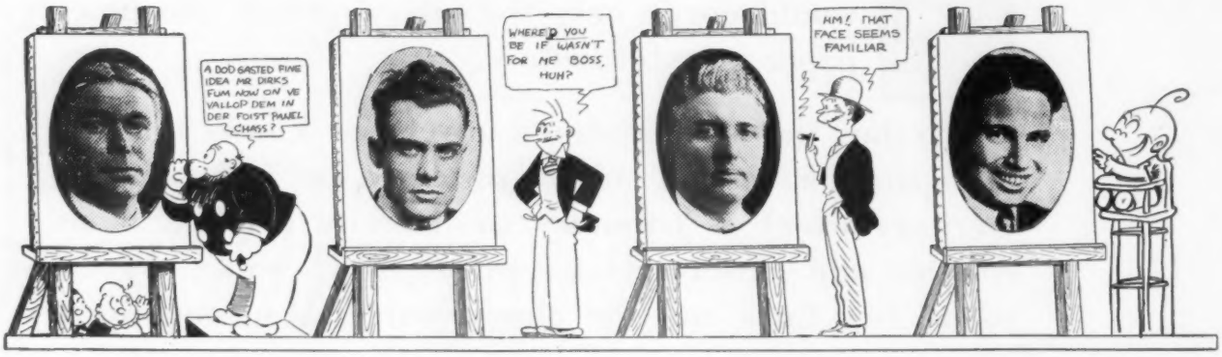
National Advertising Representatives of Newspapers

New York Chicago St. Louis Atlanta
San Francisco Los Angeles Portland

The World

NEW YORK

The Evening World



R. DIRKS
Creator of The Captain and the Kids

FERD LOCHER
Creator of Cicero Sapp

H. T. WEBSTER
Creator of The Man in the Brown Derby

MILT GROSS
Creator of Nize Baby

THE FOUR STANDARD COMICS *of* AMERICA

The "laugh men" of a great newspaper are at your disposal in four full page Sunday comics. These page are all of tested value and you can purchase them for your paper in full color matrix form or in printed parts with your own title heading. A New York World comic service of the above artists is released to you for simultaneous publication with The New York World.

The New York World Syndicate, 63 Park Row, New York City

New York, Washington and General News Correspondenceship

The combined facilities of The World, The Evening World and Special Assignment Staffs are at the command of client newspapers, insuring the widest and most specialized coverage in all news fields.

The New York World News Service

Offers progressive newspapers a Metropolitan, Domestic and Foreign Daily Coverage over its private leased wire service, by Morse and printing telegraph, supplying exclusive Cable, Financial, Business, Sports and General Domestic News, Query Service, By Telegraph, Exclusive News Enterprises, Daily and Weekly News Features, Exclusive Advance News, By Mail, and Telegraph.

Write or wire us for rights in your territory

R. E. MOYER, Manager

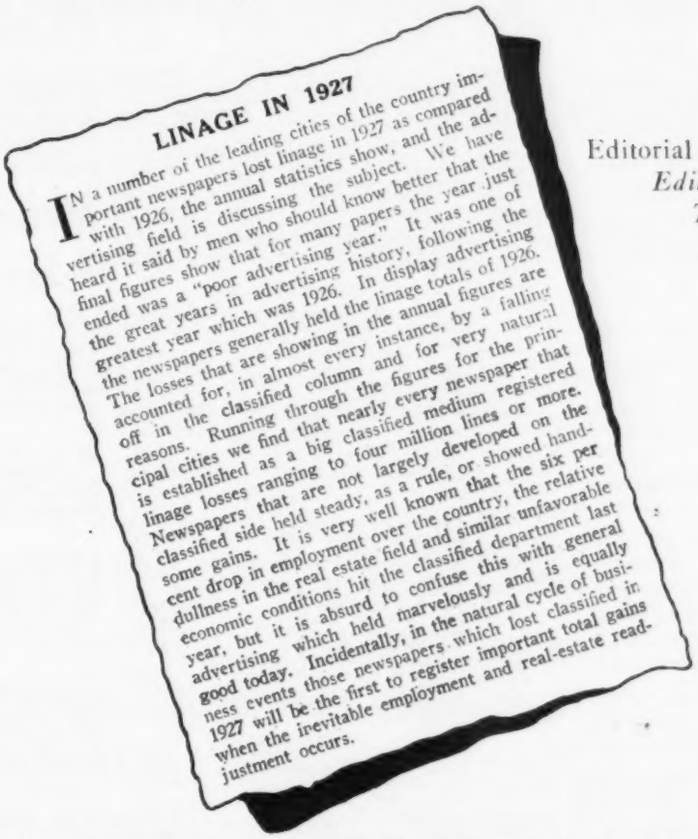
ROOM 1109, PULITZER BUILDING, NEW YORK

The World

NEW YORK

The Evening World

A Fallacy—and a Prediction!



LINAGE IN 1927

IN a number of the leading cities of the country important newspapers lost linage in 1927 as compared with 1926, the annual statistics show, and the advertising field is discussing the subject. We have heard it said by men who should know better that the final figures show that for many papers the year just ended was a "poor advertising year." It was one of the great years in advertising history, following the greatest year which was 1926. In display advertising the newspapers generally held the linage totals of 1926. The losses that are showing in the annual figures are accounted for, in almost every instance, by a falling off in the classified column and for very natural reasons. Running through the figures for the principal cities we find that nearly every newspaper that is established as a big classified medium registered linage losses ranging to four million lines or more. Newspapers that are not largely developed on the classified side held steady, as a rule, or showed handsome gains. It is very well known that the six per cent drop in employment over the country, the relative dullness in the real estate field and similar unfavorable economic conditions hit the classified department last year, but it is absurd to confuse this with general advertising which held marvelously and is equally good today. Incidentally, in the natural cycle of business events those newspapers which lost classified in 1927 will be the first to register important total gains when the inevitable employment and real-estate readjustment occurs.

Editorial *from*
Editor & Publisher and
The Fourth Estate
January 21, 1928

TOO often, lineage comparisons adorn a fallacy in judging the value of a newspaper as an advertising medium.

During 1927, business conditions were responsible for a nation-wide recession in Help Wanted, Situation Wanted and Real Estate Advertising—all included in Classified tabulations. These conditions were wholly beyond the control of any newspaper so affected.

One of the most important Classified Mediums in the country lost 4,000,000 lines—yet its value to the advertiser is in no sense impaired. Another, in a city of only 250,000, lost 1,800,000 lines—and is today just as important a factor for the advertiser as it ever was.

Twenty-six of the leading Classified mediums of the country lost more than 33,000,000 lines of advertising last year, and this editorial is reprinted as an explanation of an uncontrolled situation and to give expression to a prediction that has in previous years always held good.

The World The Evening World

New York

TRIBUNE TOWER
CHICAGO

PULITZER BUILDING
NEW YORK

GENERAL MOTORS BUILDING
DETROIT

MACHINE COMPOSITION SCHOOLS AND COURSES IN NORTH AMERICA

ALABAMA

Barber College for Women.....Anniston
Alabama Boys' Industrial School....Birmingham
Alabama School of Trades.....East Gadsden
State Agricultural & Mechanical Institute for Negroes.....Normal
Alabama School for the Deaf.....Talladega
Tuskegee Normal & Industrial Institute Tuskegee

ARIZONA

Bisbee High School.....Bisbee
Indian Vocational School.....Phoenix
Union High School.....Phoenix

ARKANSAS

Arkansas School for Deaf.....Little Rock
College of the Ozarks.....Clarksville
High School, Special School District of Little Rock.....Little Rock
School of International Federation Publishing Co. .....Siloam Springs

CALIFORNIA

Anaheim Union High School.....Anaheim
Pacific Union College Association.....Angwin
School for the Deaf and Blind.....Berkeley
University of California, Printing Office Berkeley
Berkeley High School.....Berkeley
California Junior Republic Association....Chino
Dinuba Union High School.....Dinuba
High School.....Eureka
Union High School.....Fullerton
Spanish-American Institute.....Gardena
Huntington Park Union High School Huntington Park
Polytechnic High School.....Long Beach
Woodrow Wilson High School.....Long Beach
John C. Adams, Jr., High School....Los Angeles
Belmont High School.....Los Angeles
Franklin High School.....Los Angeles
John C. Fremont High School.....Los Angeles
Jefferson High School.....Los Angeles
Lincoln High School.....Los Angeles
Los Angeles High School Student Body Los Angeles
Manual Arts High School.....Los Angeles
McKinley Junior High School.....Los Angeles
Polytechnic High School.....Los Angeles
Roosevelt Junior High School.....Los Angeles
Frank Wiggins Trade School.....Los Angeles
High School .....Modesto
McClymonds High School.....Oakland
University High School.....Oakland
Piedmont High School.....Oakland
Union High School.....Oroville
High School .....Pomona
Union High School.....Richmond
High School .....Sacramento
High School (Evening High School)....San Jose
California Polytechnic School...San Luis Obispo
Union High School.....San Mateo
San Pedro High School.....San Pedro
Santa Ana Polytechnic High School..Santa Ana
Santa Barbara High School.....Santa Barbara
Tamalpias High School.....Sausalito
Santa Cruz High School.....Santa Cruz
Warren G. Harding High School.....Sawtelle
Leland Stanford, Jr., University Stanford University
High School.....Stockton
Preston School of Industry.....Waterman
Whittier State School.....Whittier

COLORADO

Colorado School for the Deaf...Colorado Springs
Denver Public Schools.....Denver

CONNECTICUT

State Trade School of Bridgeport....Bridgeport
Connecticut Reformatory.....Cheshire
Boardman Trade School.....New Haven
American School for the Deaf...West Hartford

DELAWARE

St. Joseph's Industrial School.....Clayton

DISTRICT OF COLUMBIA

Armstrong Manual Training School..Washington
Columbia Institution for the Deaf, (Gallaudet College) .....Washington
Howard University.....Washington

FLORIDA

Central High School.....Clearwater
Florida Agricultural & Mechanical College for Negroes, Mechanic Arts Bldg..Tallahassee
Florida Industrial School for Boys.....Marianna
Miami High School (Board of Public Instruction for County of Dade).....Miami
Masonic Home Press.....St. Petersburg
School for the Deaf and the Blind..St. Augustine
West Palm Beach High School West Palm Beach

GEORGIA

Foote & Davies Co.....Atlanta
School for the Deaf.....Cave Spring
Piedmont College Press.....Demorest
Pentecostal Holiness Advocate..Franklin Springs
Georgia Baptist Orphans Home.....Hapeville
Macon Printing School.....Macon
Masonic Orphan Home.....Macon
The Berry School.....Mount Berry
Oglethorpe University, School of Journalism .....North Atlanta

HAWAIIAN ISLANDS

The Kamehameha School.....Honolulu

IDAHO

School for the Deaf and the Blind.....Gooding
Idaho Industrial Training School....St. Anthony

ILLINOIS

Crane Technical High School.....Chicago
Harrison Technical High School.....Chicago
Lakeside Press (Training Dept.).....Chicago
Lane Technical High School.....Chicago

ILLINOIS—Continued

Tilden Technical High School.....Chicago
Wendell Phillips High School.....Chicago
Sterling Morton High School.....Cicero
Illinois School for the Deaf.....Jacksonville
Joliet Township High School.....Joliet
Illinois Masonic Home.....La Grange
Mooseheart Institute (Loyal Order of Moose) Printing Department....Mooseheart
St. Hedwig's Industrial School, St. Hedwig's Printery, P. O. Edison Park....Niles
Illinois State Reformatory.....Pontiac
Rockford High School.....Rockford
St. Charles School for Boys.....St. Charles
Society of Divine Word.....Techny

INDIANA

Anderson Public School .....Anderson
Indiana Masonic Home.....Franklin
Central High School.....Hammond
School for the Deaf.....Indianapolis
U. T. A. School of Printing.....Indianapolis
High School.....Richmond
Indiana State Normal School.....Terre Haute

IOWA

State Reformatory.....Anamosa
Iowa State School for the Deaf...Council Bluffs
Industrial School for Boys.....Eldora
Sioux City High School.....Sioux City

KANSAS

Labette County High School.....Altamont
Kansas State Teachers' College.....Emporia
General Service Schools Press.Fort Leavenworth
Mounted Service School.....Fort Riley
Kansas State Teachers' College of Hays..Hays
Boys' Industrial School.....Hutchinson
High School.....Independence
University of Kansas.....Lawrence
State Agricultural College.....Manhattan
Kansas School for the Deaf.....Olathe
Senior High School.....Parsons
Kansas State Teachers' College.....Pittsburg

KENTUCKY

Berea College.....Berea
Kentucky School for the Deaf.....Danville
Theodore Ahrens Trade School.....Louisville

LOUISIANA

School for the Deaf .....Baton Rouge
Chinchuba Deaf Mute Institute.....Chinchuba
Isaac Delgado Central Trades School New Orleans
Louisiana Polytechnic Institute.....Ruston

MAINE

University of Maine.....Orono

MARYLAND

Lord Baltimore Press Apprentice School Baltimore
Ottmar Mergenthaler School of Printing .....Baltimore
St. Mary's Industrial School.....Baltimore
State Penitentiary.....Baltimore
Maryland State School for the Deaf...Frederick

MASSACHUSETTS

Blanchard Linotype Company.....Boston
Boston Trade School.....(Roxbury), Boston
Industrial School for Crippled and Deformed Children .....Boston
University and College of Liberal Arts...Boston
Rindge Technical School.....Cambridge
Fitchburg State Normal School.....Fitchburg
New Bedford Vocational School, New Bedford Evening Vocational School New Bedford
Newton Vocational High School, Newton Evening Vocational High School..Newtonville
New England Newspaper Publishers' Trade School .....Springfield
Worcester Boys' Trade School.....Worcester

MICHIGAN

High School.....Ann Arbor
Central High School.....Bay City
The College Press.....Berrien Springs
Dearborn Public Schools.....Dearborn
Michigan School for the Deaf.....Flint
Public Schools.....Highland Park
Boys' Vocational School.....Lansing
John N. Davis School .....Menominee
River Rouge High School.. .....River Rouge
Arthur Hill Trade School.....Saginaw

MINNESOTA

Minnesota School for the Deaf.....Faribault
Dunwoody Industrial Institute.....Minneapolis
State Training School for Boys.....Red Wing
Minnesota State Reformatory.....St. Cloud
Virginia High School.....Virginia

MISSISSIPPI

Mississippi School for the Deaf.....Jackson
Utica Normal & Industrial Institute.....Utica

MISSOURI

University of Missouri.....Columbia
State School for the Deaf.....Fulton
Central High School.....Kansas City
Lathrop Trade School.....Kansas City
Ben Franklin School of Printing.....St. Louis

MONTANA

School for the Deaf and the Blind.....Boulder

NEBRASKA

University of Nebraska.....Lincoln
School for the Deaf.....Omaha
South High School.....Omaha
Technical High School.....Omaha
Ord Linotype School.....Ord

NEW HAMPSHIRE

Morrill School of Mechanic Arts.....Concord

NEW JERSEY

Atlantic City Boys' Vocational School Atlantic City
Rahway High School.....Rahway
New Jersey State School for the Deaf..Trenton
State Prison.....Trenton

NEW MEXICO

Albuquerque City High School.....Albuquerque
School of American Research.....Santa Fe
School for the Deaf.....Santa Fe

NEW YORK

Boys' Vocational School.....Albany
Vail-Ballou Press, Inc., Apprentice Department .....Binghamton
Bushwick Evening Trade School.....Brooklyn
Evening Technical & Trade School....Brooklyn
Girls' Commercial High School.....Brooklyn
James Madison High School.....Brooklyn
Manual Training High School.....Brooklyn
J. W. Clement Co. Apprentice School..Buffalo
Elm Vocational School.....Buffalo
St. Mary's School for the Deaf.....Buffalo
Houghton College.....Houghton
Empire State School of Printing.....Ithaca
Northern New York Institute for Deaf Mutes .....Malone
Boys' Vocational School (Harlem Evening Trade School).....New York
Empire Linotype School.....New York
Heckscher Foundation for Children..New York
Institute for the Improved Instruction of Deaf Mutes .....New York
Murray Hill Vocational School.....New York
New York Institution for the Instruction of the Deaf and Dumb.....New York
New York Mergenthaler Linotype Linotype School .....New York
St. Joseph's Institute for the Deaf (Bronx) New York
University Travel Association.....New York
Sing Sing Prison.....Ossining
B. H. DeLong.....Rochester

NORTH CAROLINA

Presbyterian Orphans' Home.....Barium Springs
Johnson C. Smith University.....Charlotte
Stonewall Jackson Manual Training & Industrial School .....Concord
North Carolina School for the Deaf..Morganton
Masonic Orphanage .....Oxford
Baptist Orphanage.....Thomasville
The Children's Home, Inc.....Winston-Salem

NORTH DAKOTA

School for the Deaf .....Devils Lake
State School of Science.....Wahpeton

OHIO

Ohio Mechanics' Institute.....Cincinnati
Cleveland Linotype School.....Cleveland
Technical Linotype School.....Cleveland
Ohio State School for the Deaf.....Columbus
Stivers High School.....Dayton
Hamilton Public Schools.....Hamilton
Technical High School.....Lakewood
Boys' Industrial School.....Lancaster
Ohio State Reformatory.....Mansfield
Milo Bennett's School.....Maumee
National Orphans' Home, Junior Order United American Mechanics.....Tiffin
Wilberforce University.....Wilberforce
Ohio Soldiers and Sailors Orphans' Home .....Xenia

OKLAHOMA

United States Indian School.....Chilocco
State Penitentiary .....McAlester
Trench 90 of U. S. Veteran Hospital 90 .....Muskogee
University of Oklahoma.....Norman
Central High School .....Sand Springs
Oklahoma Agricultural & Mechanical College .....Stillwater
Central High School.....Tulsa

OREGON

Benson Polytechnic School.....Portland
Hills Military Academy.....Portland
School for the Deaf.....Salem
High School .....The Dalles

PENNSYLVANIA

Medical Field Service School, U. S. General Hospital No. 31.....Carlisle
Western Pennsylvania School for the Deaf .....Edgewood
Pennsylvania Industrial Reformatory Huntingdon
Johnstown Vocational School.....Johnstown
New Era Training School for Printers.Lancaster
Tressler Orphans' Home (Orphans' Industrial School) Perry County....Loyalville
Evening Bulletin Apprentice School.Philadelphia
Girard College Mechanical School...Philadelphia
Pennsylvania Institution for the Deaf and Dumb, Mt. Airy.....Philadelphia
Printing Trades School of the Typothetae of Philadelphia....Philadelphia
Carnegie Institute of Technology, Dept. of Printing and Publishing.....Pittsburgh
Pennsylvania Soldiers' Orphans' Industrial School .....Scotland

RHODE ISLAND

Providence Trade School.....Providence

SOUTH CAROLINA

School for the Deaf and the Blind Cedar Springs
Orphan Aid Society.....Charleston
Thornwell Orphanage.....Clinton
Allen University.....Columbia
Connie Maxwell Orphanage.....Greenwood

SOUTH DAKOTA

South Dakota State College, Station A Brookings

TENNESSEE

Lynn Backman School.....Farner
State of Tennessee School for the Deaf .....Knoxville
Crockett Technical High School.....Memphis
Nashville Agricultural Normal Institute .....Nashville
Southern School of Printing.....Nashville
Tennessee Agricultural & Industrial State Normal School.....Nashville
Tennessee Industrial School.....Nashville
International Printing Pressmen & Assistants' Union of North America Pressmen's Home

TEXAS

Texas School for the Deaf.....Austin
University Press, University of Texas...Austin
Beaumont High School.....Beaumont
Agricultural & Mechanical College of Texas .....College Station
State Orphans' Home.....Corsicana
Bryan High School.....Dallas
Dallas Vocational School.....Dallas
College of Industrial Arts.....Denton
North Texas State Teachers' College....Denton
El Paso Public Schools.....El Paso
Board of Education (Vocational School) Fort Worth
Masonic Home and School of Texas..Fort Worth
Sam Houston State Teachers' College.Huntsville
Southwestern Junior College.....Keenen
Tex.-Mex. Printery, Texas-Mexican Industrial Institute.....Kingsville
Prairie View Normal & Industrial College .....Prairie View
Brackenridge Manual Training School San Antonio
Bayler University.....Waco
Methodist Orphanage of the Methodist Episcopal Church .....Waco

UTAH

Utah School for the Deaf and the Blind .....Ogden

VIRGINIA

Virginia Polytechnic Institute.....Blacksburg
Engineers School (War Dept.)..Fort Humphreys
Hampton Normal & Agricultural Institute .....Hampton
Baptist Orphanage.....Salem
School for the Deaf and the Blind.....Staunton

WASHINGTON

School of Journalism, University of Washington .....Seattle
North Central High School.....Spokane
Northwest School of Printing.....Spokane
Washington School for the Deaf....Vancouver

WEST VIRGINIA

Senior High School.....Charleston
West Va. Industrial School for Boys..Grafton
West Va. Collegiate Institute.....Institute
New River State School.....Montgomery
West Va. School for the Deaf and the Blind .....Romney

WISCONSIN

Wisconsin State School for the Deaf..Delavan
Madison Vocational School.....Madison
Stout Institute.....Menomonie
Boys' Technical High School.....Milwaukee
Milwaukee Vocational School.....Milwaukee
School Sisters of St. Francis.....Milwaukee
Vocational & Continuation School.....Racine
Sheboygan Vocational-Continuation School .....Sheboygan

DOMINION OF CANADA

ONTARIO

Hamilton Technical School.....Hamilton

QUEBEC

Garden City Press.....Gardenvale
British American Publishing Co.....Montreal
Deaf and Dumb Institute.....Montreal

You Cannot Overlook This Valuable Market!

CLAREMONT, N.H.

A wonderful increase that should be taken into consideration by all those seeking big business during 1928.

	1920	1928
Population	9,524	12,381
Families	2,317	6,012

AN INCREASE OF 30% IN 8 YEARS

Increase of 32.0% since 1920 in number of qualified voters. Increase of 43.0% since 1920 in the number of youth of school age.

THE DAILY EAGLE
CLAREMONT, N. H.

SUNDAY MAGAZINE SERVICE—A WEEK'S SUPPLY OF 12 PAGES

DOROTHY DIX

CLINTON W. GILBERT

JOSEPH JASTROW

H. ADDINGTON BRUCE

CHAS. H. SYKES

LEDGER SYNDICATE FEATURES

MAGAZINE PAGES: A complete 12-page Sunday Magazine with the highest standards of art layout and subject selection—nine Miscellaneous Feature Pages; Short Story Page; Cover Page in Color; Cartoon Page ("Vignettes of Life").

DOROTHY DIX: The most expensive and most widely read newspaper column, treating of intimate human problems.

COMICS: "Somebody's Stenog," by Hayward; "Hairbreadth Harry," by Kahles; "Dumb-Bells," by Gar; "Sonnysayings," by Cory; "Rolls Rosie," by Benjamin; "Dizzy-Dramas," by Bowers; "Ain't It The Truth," by Rohn; "The Crossing Cop," by Hunter; "Miss Information," by Gage; "Omar, Jr.," by Fisher.

CARTOONS: By C. H. Sykes, A. B. Chapin, C. D. Batchelor, Norman Lynd.

HOME PAGE DEPARTMENTS (Daily): Beauty, by Lois Leeds; "Keeping Mentally Fit," by Prof. Joseph Jastrow; "Addington Bruce's Question Box"; "The Homemaker," by Nancy Carey; "Rector's Recipes," by Geo. Rector; "Paris Fashions," by Eva Tingey; "Making The Most of Your Looks," by Dorothy Stote; Etiquette, by Helen Decie; "Today in Astrology," by Belle Bart; "Indoor and Outdoor Gardens," by Jane L. Kift; "Eve's Epigrams," by Agnes Hucke; Home Decoration, by Sara Hiland; "Make It Yourself," by Jennie Hirsch; "Housewife's Idea Box," by Rae Ribler; Daily Quiz, by William Nelson Taft; "Correct English," by Charlotte Brewster Jordan; Daily Cross-Word Puzzle; Daily 1-col. Puzzle; "Laddergram" (Puzzle); Character Reading; "Brain-Tests," by Walter B. Gibson.

SERIALS: By Hazel Deyo Batchelor, E. Phillips Oppenheim, Louis Joseph Vance, Frank L. Packard, J. S. Fletcher, Margaret Pedler, Valentine Williams, Octavus Roy Cohen, Frederic F. Van de Water, and others.

POLITICS: "Daily Mirror of Washington," by Clinton W. Gilbert; Sykes' Cartoons; Chapin's Cartoons; Washington Dispatches of the Public Ledger and N. Y. Evening Post.

NEW YORK LETTER (Daily by mail): "Gotham Day by Day," by Ross Duff Whytock.

BUSINESS: "Business Philosophy," Daily Stickful by Wm. Feather; Business News Service of the Public Ledger; Financial News Service of the New York Evening Post.

NEWS: New York Evening Post Combination News Service, including Foreign Dispatches, Domestic News, Financial Service; Clinton W. Gilbert's daily Washington wire letter; Public Ledger's Washington Bureau News; Public Ledger Business News.

For Terms and Samples Wire

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA.

HAZEL D. BATCHELOR

EVA A. TINGEY

LOIS LEEDS

NORMAN LYND

DOROTHY STOTE

SOMEBODY'S STENOG

HAIRBREADTH HARRY

DUMB BELLS

SONNY-SAYINGS

ROLLS ROSIE

DIZZY DRAMAS

WITH $321,328,000 FARM VALUE FOR OREGON AND IDAHO PILE UP HU ---PERCENTAGE OF GAIN BEA

(Figures Based December U. S.

Here Are a Few of

of Important National Advertisers Using BOTH

The Spokesman-Review and *Spokane Chronicle* Consistently

You Should Consider Plans for Going After Your Full Share of the Big Business for 1928—On Both Sides of the Rich, Responsive, Spokane Country Prosperity Avenue

MORE and more sales and advertising executives are realizing that the Spokane Country Market is not merely a city of 126,000 but a cohesive market with 407,228 urban population and 175,000 rural people—per capita buying power 35% above the nation's average—and unusually responsive. In the Spokane Country there are 522 cities and towns, 66 of them with more than 1,000 population.

Most of the 91,000 circulation of *The Spokesman-Review* and *Spokane Chronicle* is confined to the 101,735 homes located in these 522 cities and towns. Therefore, you will readily appreciate why national advertisers used during 1927 full schedules on more than 225 products in both papers at the same time—covering the market *completely*.

Automobiles and Accessories—Nearly all of the leading automobiles, tires and accessories are advertised consistently in both papers—following list does not include these accounts.

(Full schedules in each paper at same time).

MISCELLANEOUS

Arrow and Aratex Collars
Bluhill Cheese
Blue Ribbon Malt Syrup
Calumet Baking Powder
Camel Cigarettes
Canadian National Ry.
Canadian Pacific Ry.
Carnation Milk
Carter's Pens and Ink
Chesterfield Cigarettes
Chicago, Milwaukee & St. Paul Ry.
Columbia Gorge Motor Coaches
Crescent Baking Powder
Crescent Coffee
Cuticura
Edgeworth Tobacco
Equitable Life Ins. Co.
Flit
Forhan's Tooth Paste
General Gasoline and Oil
Gillette Safety Razors
Great Northern Ry.
Hanes Underwear
Heinz 57 Varieties
Heinz Ketchup
Hills Bros. "Red Can" Coffee
Edna Wallace Hopper Cosmetics
Horlick's Malted Milk
Hotpoint Electrical Appliances
K C Baking Powder
Kellogg's All-Bran
Kellogg's Corn Flakes
Kellogg's Pep
Kotex
Lipton's Tea
Listerine
Maytag Washing Machines
M. J. B. Coffee
J. P. Morgan Company
Muffets
Mutual Life Ins Co.
National Biscuit Co.
New York Central Lines
Northern Pacific Ry.
Old Gold Cigarettes
Olympia Oysters
Pepsodent
Plato and Pancrust
Portland Cement
Prince Albert Tobacco
Quaker Oats
Red Crown Gasoline
Resinol
Shell Gasoline and Oils
Shredded Wheat
Southern Pacific Ry.
Sun Life Assurance Co.
Union Ethyl Gasoline
Union Pacific Ry.
Victor Talking Machines and Records
Warrenton Clams
Wearever Aluminum
Wesson Oil
Westinghouse
Wm. Penn Cigars
Zerolene

OTHER MISCELLANEOUS

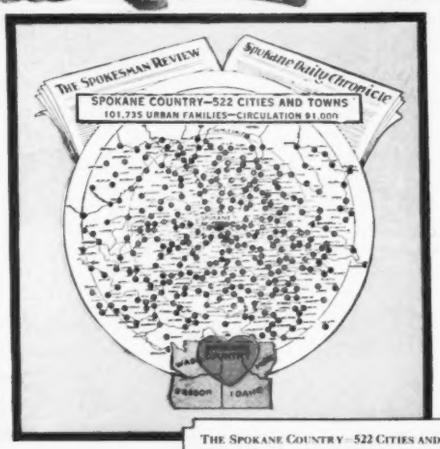
Anti-Kamnia
Bayer's Aspirin
Bromo Quinine
Brownatone
Dr. Caldwell's Syrup Pepsin
California Fig Syrup
Carter's Little Liver Pills
Castoria
Creomulsion
Danderine
Dr. Charles J. Dean
Doan's Pills
Foley's Pills and Cold Compound
Gets-It
Herpicide
Hill's Cascara Quinine
Husky
Liquid Arvon
McCoy's Cod Liver Oil Tablets
Marmola
Moone's Emerald Oil
Musterole
N-R Tablets
Newrex
Lydia E. Pinkham Remedies
S. S. S.
Scholl's Corn and Bunion Plasters
Scott's Emulsion
Tanlac
Tiz
Vicks Vaporub

Here's how The Spokane Country will spend $300,000,000 this year

Motor Vehicles	$ 25,000,000
Accessories, tires	6,500,000
Clothing	45,000,000
Foodstuffs	125,000,000
Furniture	17,600,000
Building Materials	15,000,000
Hardware, Farm Machinery	19,000,000
Candy, etc	7,000,000
Drugs	5,000,000
Cosmetics, Soaps, etc	4,000,000
Radio	3,500,000
Theatres	5,000,000
Bonds, Stocks	35,000,000

Send for Surveys and Market Facts Book for further segregation.

—TYPICAL HARVEST SCENE IN SPOKANE COUNTRY

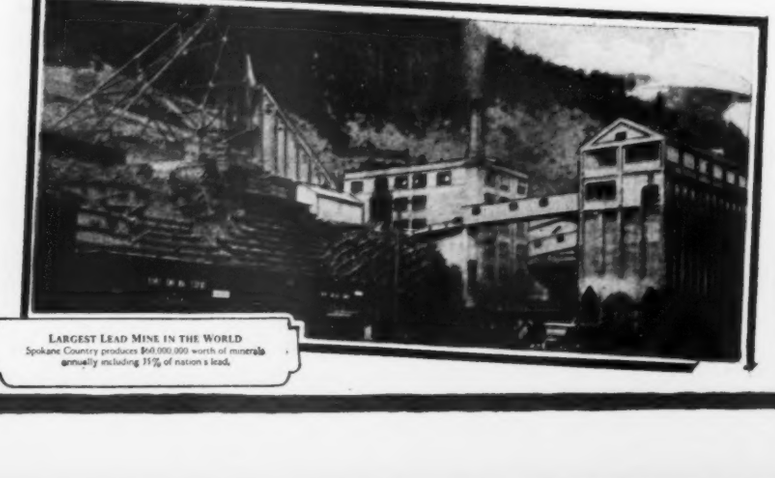


THE SPOKANE COUNTRY—522 CITIES AND TOWNS
10,000 miles of good roads. 128 passenger trains and motor busses arrive and depart Spokane daily

Spokane Country Now-- 1927 Bank Clearings - Choice "Two-Paper Buy"

Even Under Normal Conditions an Exceptional Market: From the following interesting facts it will readily be seen that the Spokane Country's buying power and living standards are exceptionally high. The per family wealth of the 146,000 Spokane Country families is $3104 above the nation's average; 35% more of its people file income tax returns than the U. S. average, and it leads 18 states in number filed. The percentage of motor registrations to total families in the Spokane Country leads 40 states. Aggregate number of telephones beats 12 states. Percentages of electrically wired homes to families leads 45 states.

Spokane Country Conditions Now Best For Years: For 1927 this section alone—heart of the Pacific Northwest—produced over 1-10th of the nation's wheat and shipped 1-4th of its commercial



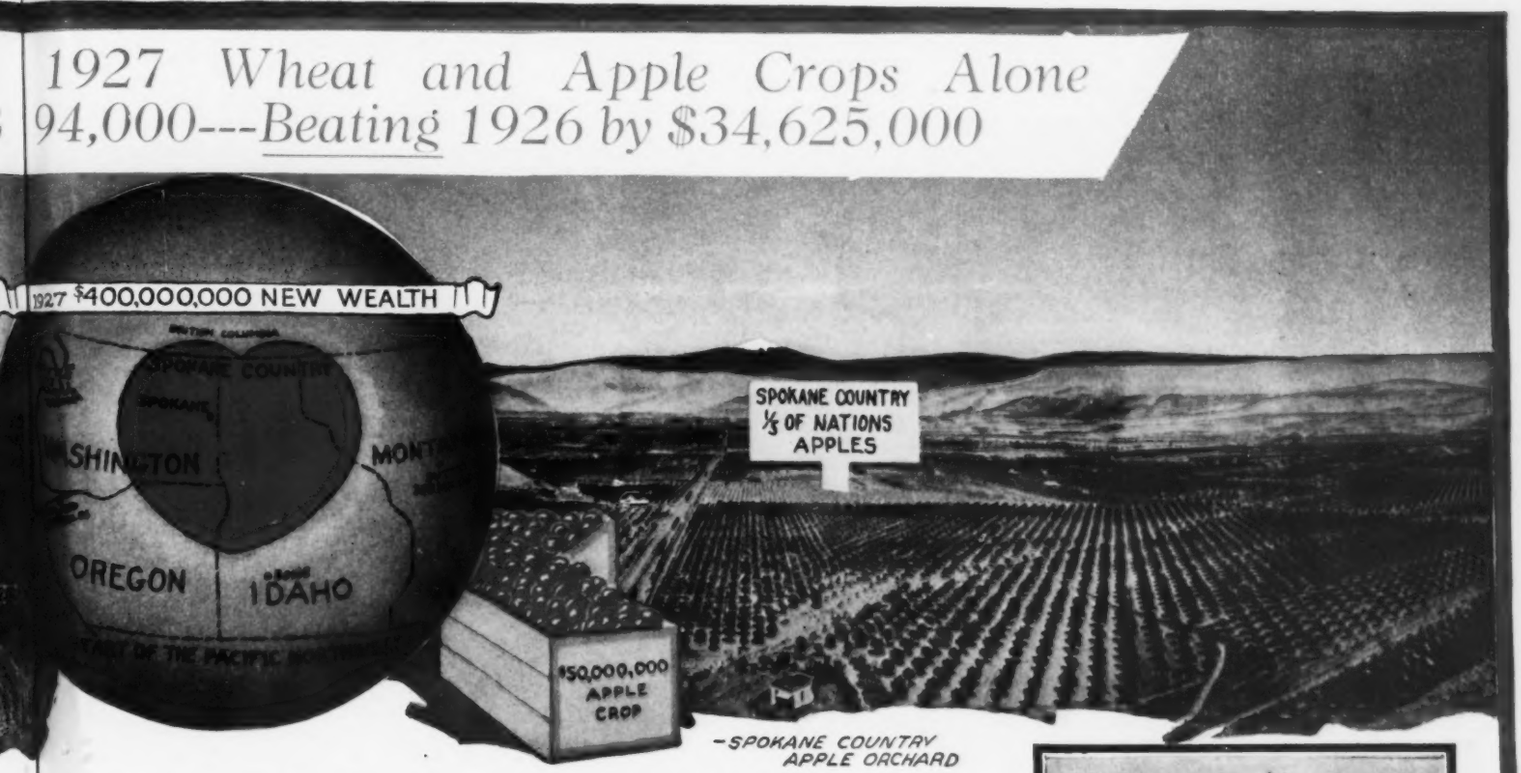
LARGEST LEAD MINE IN THE WORLD
Spokane Country produces $60,000,000 worth of minerals annually including 35% of nation's lead.

91,000 CIRCULATION 86% UNDUPLICATED

"Market Facts About

PRINCIPAL CROPS, WASHINGTON, GE GAIN OF $41,756,000---1927 OVER 1926 TING REST OF UNITED STATES BY 83%

Dept. of Agriculture Reports)



—SPOKANE COUNTRY APPLE ORCHARD

Producing Over $1,000,000 New Wealth Every Day

Smash All Records --- Including Peak Years of 1919-1920

— Separate Rates — Unusual Coverage of This Exceptional Market

apples, **receiving, according to Government figures, $34,625,000 more for these two crops alone than in 1926.** The 1927 percentage of increase in all crop values for this section beat the rest of the United States by 83%. Aside from this, livestock conditions are the best for years, while the lumbering and mining industries are flourishing. The Spokane Country's total new wealth production for 1927 exceeded $400,000,000. Spokane bank clearings for 1927 beat all records—including the peak years of 1919-1920.

Spokane Now Leads 43 of the 93 Major American Markets: According to A. B. C. trading territory figures, the population of Spokane's trading territory leads 43 of the 93 major markets. According to the book, "A Study of All American Markets," the Spokane Country also leads 81 of the 93 major markets in towns of 1000 population or over; 47 in number of automobiles; 44 in number of families; 41 in retail merchants; and 44 in telephones.

Choice "Two-Paper Buy" (But Optional)—Separate Rates: Based upon an actual canvass covering 22,685 subscribers, the 91,000 combined circulation of *The Spokesman-Review* and *Spokane Chronicle* was found to be 86% UNduplicated. Most of this 91,000 circulation is confined to the 101,735 families residing in the 522 cities and towns of the market (66 over 1000 population). Therefore, it will be seen how completely this prosperous urban market may be covered through this combination (optional, not forced), and how necessary it is to use both *The Spokesman-Review* and *Spokane Chronicle* to win completely this rich, responsive market.

THE SPOKANE COUNTRY
Clips 11,000,000 pounds of wool annually.
Spokane is big live stock center

SEND NOW FOR BOOK:

"Facts About the Spokane Country and Pacific Northwest"

ALSO MARKET SURVEYS COVERING YOUR PRODUCTS—NO CHARGES!

REVIEW-CHRONICLE NATIONAL ADVERTISING BUREAU

THE SPOKESMAN-REVIEW
MORNING-SUNDAY-TWICE-A-WEEK

Spokane Daily Chronicle
EVENING-WEEKLY

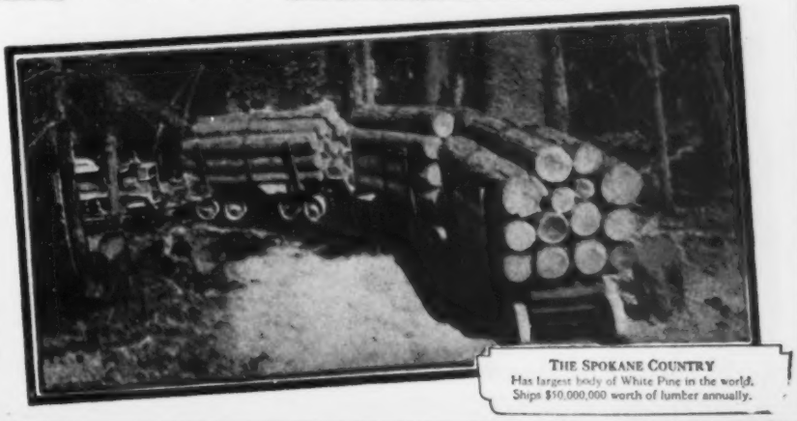
COVERS SPOKANE AND THE SPOKANE COUNTRY LIKE THE SUNSHINE

REPRESENTATIVES
W. Morton Co. CHICAGO
M. C. Johnson & Co., Inc. SAN FRANCISCO LOS ANGELES SEATTLE

WASH. ORE. IDAHO
HEART OF THE PACIFIC NORTHWEST

DOMINANT FARM MAGAZINES
THE WASHINGTON FARMER
THE IDAHO FARMER
THE OREGON FARMER

91,000 CIRCULATION 86% UNDUPLICATED



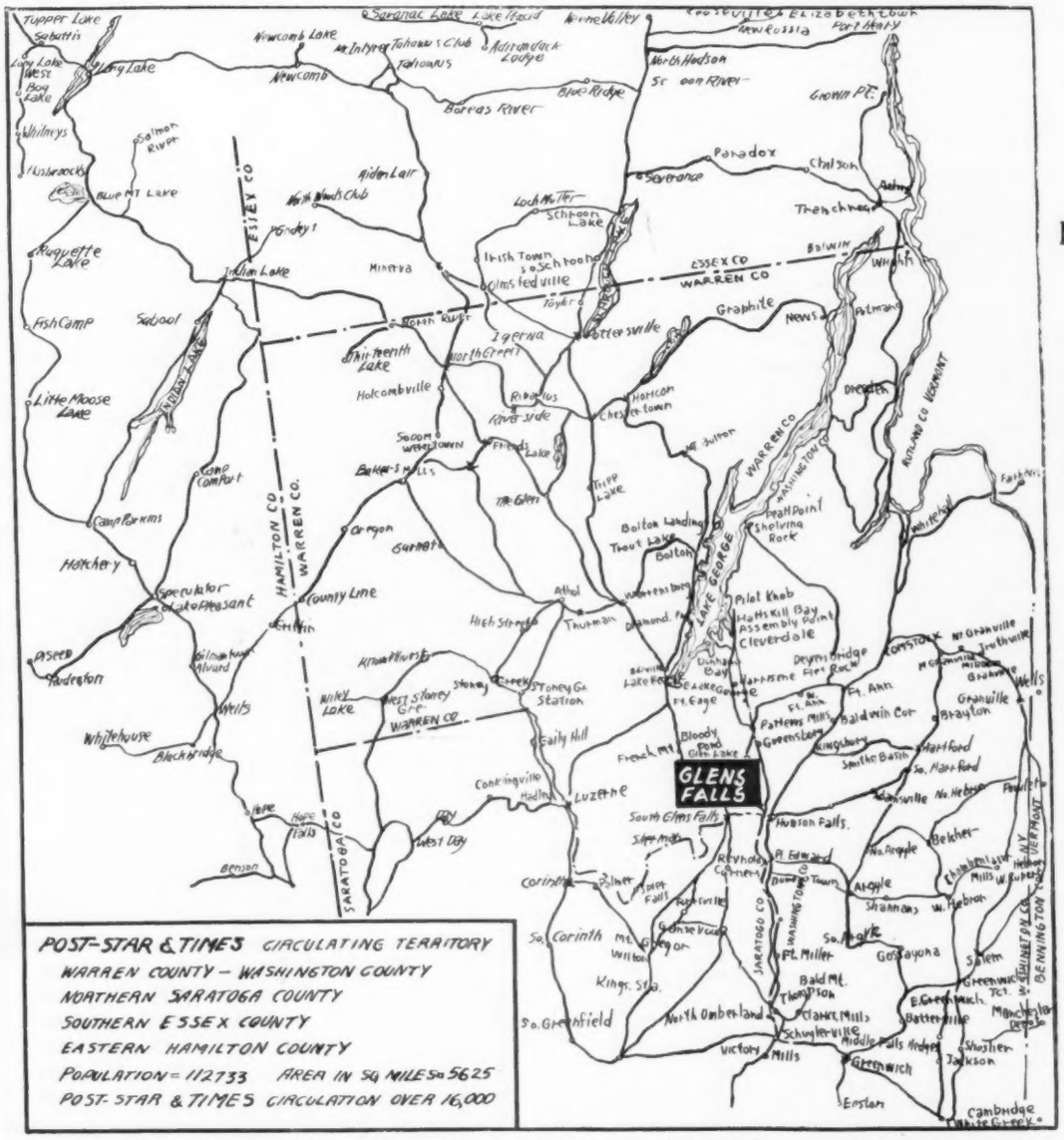
THE SPOKANE COUNTRY
Has largest body of White Pine in the world.
Ships $10,000,000 worth of lumber annually.

Members of The 100,000 Group of American Cities

Intensive Coverage of
Northern New York and The Adirondacks

Radiating from the RICHEST CITY Per Capita in New York State

This Map Shows the Circulating Territory —75 Miles Square— The Cities, Towns, Villages and Hamlets Covered by the Glens Falls Newspapers THE POST-STAR and THE TIMES



Area 75 Miles Square

Trading Population 112,733 Persons

Coverage 16,000 Circulation

Earning Power $98,641,000 a Year

Seven of Every Twelve Persons Living In This Fertile Market Read the Only Daily Newspapers Published In This Zone

Come to Glens Falls for Winter Sport

The Post-Star and The Times

Morning GLENS FALLS, N. Y. Evening

Published Morning and Evening —Sundays Excepted at Glens Falls, N. Y.

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New York Philadelphia Chicago Boston

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NORTHERN NEW YORK'S GREATEST NEWSPAPERS INTENSIVELY SERVING A SEVENTY-FIVE MILE ZONE

DIRECTORY OF MERCHANDISING PAPERS
UNITED STATES

ALABAMA

City	Paper	Publishing Paper	Editor
Birmingham	Merchandising News (m)	Birmingham News and Age Herald	Clair Goudelock

ARKANSAS

Fort Smith	Sample Case (w)	Times-Record & Southwest American & Southwest Times-Record	Charles Ray Vance
Little Rock	Arkansas Democrat (m) Retailer (m)	Arkansas Democrat	W. D. Branham

CALIFORNIA

Mexico	La Cronica (In Spanish)(w)	Chronicle	J. S. Castillo
Los Angeles	Southwestern Merchant (m)	Los Angeles Examiner	Lewis A. Weiss
Los Angeles	Dealer Herald (m)	Los Angeles Herald	Leta McLaren
Los Angeles	Los Angeles Co-operator (m)	Los Angeles Record	F. R. Davit
Los Angeles	Better Methods (m)	Los Angeles Times	J. J. McBride
San Diego	Co-operator (m)	Sun	H. R. Hay
San Bernardino	San Bernardino County Merchandiser (m)	San Bernardino Sun	H. P. Graham
San Francisco	The Dealer Call (m)	San Francisco Call	O. L. Barker
San Francisco	Examiner Retailer (m)	San Francisco Examiner	R. W. Madison
San Francisco	San Francisco News Co-operator (m)	San Francisco News	A. Stone Waldo
Stockton	Pied Type	Whittier News	Grant Garman

COLORADO

Pueblo	Co-Advertiser (m)	Pueblo Star-Journal	M. D. Townsend

CONNECTICUT

Bridgeport	Retailer (m)	Bridgeport Post-Telegram	Julius Mahler
Hartford	Hartford Courant Merchandiser (m)	Hartford Courant	J. W. Thurston

DISTRICT OF COLUMBIA

Washington	Business Post (m)	Washington Post	
Washington	Cooperator (q)	Washington Star	Mr. Corn

ILLINOIS

Bloomington	Daily Pantagraph Retail Trade News (bm)	Bloomington Pantagraph	Joseph Hannie
Chicago	Chicago Retailer (ev. 6 wks.)	Chicago Herald & Examiner	K. Laird
Chicago	Merchant (m)	News	
Chicago	Co-Operator (m)	Chicago Tribune	T. C. Corbett
Lawrenceville	Lawrenceville Trade News (m)	Lawrenceville Record	R. R. Denison
Lincoln	Stimulator (m)	Lincoln Courier	
Peoria	Co-Operation (m)	Peoria Journal-Transcript	Roy A. Pratt
Springfield	Retail Informer (m)	Illinois State Journal	C. C. Callihan

INDIANA

Connersville	Magnet (m)	Connersville News-Examiner	J. L. Foster
Evansville	Market Master (m)	Evansville Press	W. R. McCullough
Indianapolis	Trade Aid (m)	Indianapolis News	H. E. Perkins
Marion	Class (m)	Marion Chronicle	Floyd Sailors
Seymour	Main Street (m)	Seymour Tribune	P. R. McQuire

IOWA

Iowa City	Trade Tattler (q)	Iowa City Press-Citizen	G. L. Dibb
Waterloo	Grocers' & Druggists' Calendars (sm)	Waterloo Courier	E. G. Carey

KANSAS

Great Bend	Great Bender (irr)	Great Bend Tribune	
Independence	Merchandiser - Co-operator (every 60 days)	Independence Reporter	Chas. Spencer
Kansas City	Kansan Retailer (m)	Kansas City Kansan	Knowlton Parker
Pittsburg	Co-operator & Merchandiser (irr)	Pittsburg Headlight, Sun.	F. H. Vandegrift
Wichita	Wichita Eagle Retailer (m)	Wichita Eagle	T. N. Gretzer

LOUISIANA

New Orleans	Merchandising & Advertising (m)	New Orleans Item-Tribune	L. R. Jalenak
New Orleans	The Store (m)	New Orleans Times-Picayune	Gordon R. Hebert

MASSACHUSETTS

New Bedford	Retailer (m)	New Bedford Standard-Mercury	G. L. Perkins
Worcester	Retail Ad-Viser (sm)	Worcester Telegram-Gazette	Raymond R. Beaudry

MICHIGAN

Coldwater	Coldwater Store News (irr)	Coldwater Daily Reporter	
Detroit	Detrit News Booster (m)	Detroit News	Jacob Albert
Detroit	Detroit Retail Times (m)	Detroit Times	J. Maitland
Flint	Retailer Bulletin (irr)	Flint Journal	
Grand Rapids	Retailer's Bulletin (e.o.m)	Grand Rapids Press	R. Winkels
Iron Mountain	Monthly Ad-Route (m)	Iron Mountain News	
Kalamazoo	Retailers' Bulletin (q)	Kalamazoo Gazette	Hazel Haynes

MINNESOTA

Duluth	The Ad-Viser (m)	Duluth Herald	John P. Watson
Duluth	T. N. T. (m)	Duluth News-Tribune	Jack Clemens
St. Paul	Retailers' Bulletin	St. Paul Dispatch Pioneer Press	R. B. Liggett

MISSOURI

Joplin	Trade Review (m)	Joplin Globe & News Herald	J. J. McClellan

NEW YORK

Binghamton	Binghamton Press Ad-Viser (m)	Binghamton Press	Jules M. Livingston
Buffalo	Connecting Link (m)	Buffalo Times	N. C. Whitlock
Buffalo	Contact (m)	Buffalo Courier-Express	Geo. Foster
Jamestown	The Ad-Poster (m)	Jamestown Morning Post	O. W. Bunting
New York	American Retailer (m)	New York American	
Niagara Falls	Gazette Advertiser (m)	Niagara Falls Gazette	C. M. Snyder
Syracuse	Journal Merchandiser (m)	Journal American	Fred Johner

NORTH DAKOTA

Fargo	Retailers Bulletin (m)	The Fargo Forum	Harry R. Hill

OHIO

City	Paper	Publishing Paper	Editor
Columbus	Columbus Dispatch Trade News (m)	Columbus Dispatch	Lewis B. Hill
Dayton	Trade Bulletin (m)	The Dayton Daily News	Hughlett Holliday, Jr.
Springfield	Springfield News Trade Bulletin (m)	Springfield Daily News	Wm. E. Voisard
Toledo	Market Master (m)	Toledo News-Bee	C. L. Osburn

OKLAHOMA

Altus	Ad Tips (m)	Altus Times Democrat	Hutton Bellah
Guthrie	Leader News	Guthrie Daily Leader	Raymond Fields
Oklahoma City	Retailer (sm)	Daily Oklahoman, Oklahoma City Times	J. I. Meyerson

OREGON

Portland	Portland News Co-operator (m)	Portland News	P. C. Wicker
Portland	Trade News (m)	Portland Oregon Journal	Will F. Hessian
Portland	Retail Round Table (m)	Portland Oregonian	J. A. Davidson

PENNSYLVANIA

Carbondale	Leader News (m)	Carbondale eader	C. S. Carden
Erie	Ad-Viser (m)	Erie Dispatch-Herald	G. E. Magee
Lancaster	Retail New Era (m)	Lancaster New Era	E. H. Levan
Philadelphia	Grocer & Drug News (m)	Philadelphia Record	Rosa Anderson

RHODE ISLAND

Providence	Trade-Aid Bulletin (m)	Bulletin	John Hunter
Providence	New-Letter (e.o.m)	Providence News	E. G. Burns
Providence	Trade-Aaid Bulletin (m)	Providence Journal	John Hunter

TENNESSEE

Knoxville	Over the Counter (sm)	Knoxville News-Sentinel	W. H. Linebaug
Memphis	The Market Master (m)	Memphis Press-Scimitar	C. A. Moore

TEXAS

Dallas	The Retail News-Journal (m)	Dallas Morning News	K. J. Scott
Dallas	Retail News & Journal (m)	Dallas Journal	J. P. Dewey
Fort Worth	Retail Trade Aid (m)	Fort Worth Star-Telegram, Record-Telegram	I. E. McWhirter
Midland	Daily Telegram (d)	Daily Telegram	C. C. Watson
San Antonio	Express-News Retailer (m)	Express & Evening News	Mrs. K. Jones
San Antonio	Express News Retailer (m)	San Antonio Express, Evening News	Mrs. K. Jones
San Antonio	Retailer (m)	San Antonio, Texas, Light	W. F. Brogan
Taylor	Taylor Shopper (w)	Taylor Daily Press	Geo. B. Peeler

UTAH

Salt Lake City	Tribune Service Bulletin (m)	Salt Lake Tribune	C. D. Brown

WASHINGTON

Seattle	Retail Intelligencer (m)	Seattle Post-Intelligencer	Lang Goodwin
Seattle	Seattle Star Co-operator (m)	Seattle Star	F. L. Taylor
Spokane	Business Building Bulletin (bim)	Spokane Spokesman-Review-Chronicle	Tom J. Turner

WEST VIRGINIA

Keyser	Mineral Daily News (half y)	Mineral Daily News	W. I. Barger

WISCONSIN

Milwaukee	The Milwaukee Retail Journal (m)	The Milwaukee Journal	L. C. Bogue

DOMINION OF CANADA

Quebec

Quebec	Golden Dog (m)	L'Evenement	E. Castonguay

Ontario

Toronto	Retail Merchants Globe (m)	Toronto Globe	H. R. Rutherford

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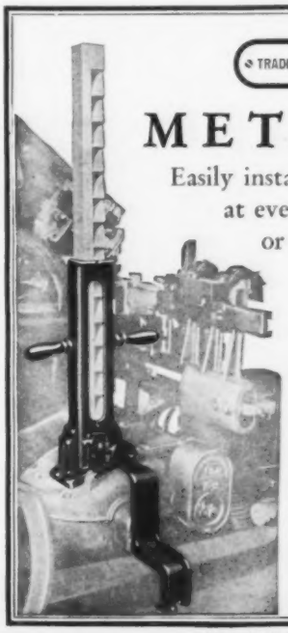

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F-4315—Linotype Metal Feeder, for all 42 em models without electric pot $50.00

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(All prices subject to change without notice)

LINOTYPED IN THE GARAMOND FAMILY

DAILY NEWSPAPER ADVERTISING COST DROPS

Circulations Increase Greatly, Rates Less Sharply, As Mergers Cut Deep Into Newspaper Ranks—Year's Net Loss Is 14 Morning, 38 Evening, 19 Sunday Papers.

NEWSPAPER advertising cost, measured by quantity of circulation delivered for a given sum of money, is at its lowest point in the present decade. The past year, with an unprecedented number of consolidations, removed a net total of 14 morning newspapers, 38 evening newspapers, and 19 Sunday newspapers from the total number listed a year ago. The actual eliminations represent a slightly larger total, reduced by new enterprises entering the daily field during 1927.

Newspaper circulations are at a new peak, continuing the steady upward course that has been theirs since the Armistice. Increases in circulation are general throughout the country, the state totals of daily circulation showing increases in all States but Arkansas, Florida, Mississippi, Nebraska, South Dakota, and Wyoming, and Sunday circulations showing gains everywhere except in the totals of Alabama, Connecticut, Florida, Kansas, Minnesota, Missouri, Nebraska, South Dakota, and Wyoming. In these states, the losses are due to consolidation or suspension of local units.

Advertising rates increased, too, but much more conservatively than the circulation totals. The result is that the rate per line per million circulation for morning, evening, and Sunday newspapers printed in English in the United States is even with, or below that, for 1921 and each of the intervening years.

Morning newspapers of the U. S. decreased in number during the past year from 425 to 411, the greatest decrease since this tabulation of newspaper statistics was initiated 10 years ago. Evening newspapers dropped in number from 1,576 to 1,538, likewise the greatest decrease of the decade. Sunday issues also set a new record for mortality, decreasing in number from 545 to 526.

States which are listed as having fewer newspapers on Jan. 1, 1928, than on Jan. 1, 1927, and the number by which the totals decreased are as follows:

	Morn.	Evg.	Sun.
Alabama	1	3	1
Arkansas	..	3	..
California	5	7	5
Colorado	..	1	..
Connecticut	..	..	1
Florida	2	7	3
Illinois	2	12	..
Indiana	3	..	..
Iowa	..	3	1
Kansas	..	..	1
Kentucky	..	..	1
Massachusetts	..	..	1
Michigan	..	..	2
Minnesota	..	1	1
Mississippi	1	3	1
Missouri	..	2	..
Montana	..	1	..
Nebraska	1	1	1
New Hampshire	..	1	..
New Jersey	..	1	..
New York	1	1	3
North Carolina	1	1	1
Ohio	3	..	1
Oklahoma	1	..	..
Pennsylvania	..	2	3
South Dakota	1	..	..
Vermont	..	1	..
Washington	..	1	..
West Virginia	..	..	2
Wisconsin	..	1	..
Wyoming	..	..	1
Totals	22	53	30

Increases are shown in number of daily papers by states as follows:

	Morn.	Evg.	Sun.
Arizona	1	..	1
Arkansas	1	..	..
Colorado	..	..	1
Connecticut	1	..	..
Georgia	..	..	1
Idaho	..	1	..
Indiana	..	..	2
Kansas	..	1	..
Maine	..	1	..
Massachusetts	..	2	..
Michigan	1	..	..
Oklahoma	..	3	1
Oregon	1	..	..
Tennessee	..	1	..
Texas	3	6	4
Wisconsin	..	..	1
Total Increases	8	15	11

It will be noted that the tide of consolidation ran with greatest force in Illinois, which has 12 fewer evening newspapers than it had a year ago. California cities also witnessed a number of newspaper weddings bringing all of the local press of a city or town under one management and eliminating duplicate circulation and waste motion.

Texas and Oklahoma, where the discovery of oil frequently brings new papers into the field, were unusually active in this regard in 1927, and the consolidation germ was practically quiescent throughout the year in both states.

In most sections of the country the trend of the past few years continued toward the combination-operation of morning, evening, and Sunday, or morning and evening papers under one roof and selling national advertising on a single rate card.

During the latter months of the year, however, several such operations eliminated one edition and are now selling to the advertiser either a morning or an evening ppaer. Despite the apparent success of most of the existing combinations, publishers in South Bend, Ind., Tulsa, Okla., Ardmore, Okla., and El Dorado, Ark., found that they could eliminate one edition, appreciably cutting expenses without dangerous reduction of gross revenues.

Maintenance of revenues in the face of a general, though slight, decline in total linage has been a problem of more than ordinary weight during the past fifteen months. It has not been met, generally, by increases in advertising rates. Statistics on the latter indicate that they have not kept pace with circulation growth according to the ratios that have prevailed since 1920. Decreases have been noted in several cities, where suspension of one or more papers has eliminated a large portion of the prevailing cost per line of advertising, or consolidations had brought about a rate that is considerably lower than the total rates before the consolidation was effected.

The combined forces of increased circulation and the lopping of large bits from the advertising rate total have kept the cost per line per unit of circulation from continuing the rise that the early years of the decade forecast.

The rate per line per million circulation for morning newspapers as of Dec. 31, 1927, was $2.52, a decrease of 7 cents, or 2 .7 per cent from the rate per line per million circulation as of Dec. 31, 1921.

For evening papers, the rate per line per million circulation as of Dec. 31, 1927 was $3.29, exactly the same as it was on Dec. 31, 1921, and 5 cents, or 1.5 per cent lower than it was on Dec. 31, 1922.

For Sunday papers, the rate per line per million circulation as of Dec. 31, 1927 was $2.29, which is 3 cents or 1.29 per cent lower than it was on Dec. 31, 1921.

In the six years which intervened between the points used for the above comparison, total circulations of morning papers increased from 10,144,260 copies daily to 14,145,823 copies a day, a gain of 4,001,572 copies, or 49.3 per cent. In the same period, total morning paper advertising rates increased from $25.952 to $35.628, a rise of $9.676, or 37.2 per cent. Approximately 30 per cent of this gain is in New York State, which since 1921 has witnessed the growth of New York City morning tabloid circulation to more than a million and a half daily from a total then well below half a million. The remaining 70 per cent of the 4,000,000 increase is distributed all over the country, with California, Illinois and Texas showing the largest proportional growths in morning paper circulation.

Evening paper circulation since 1921 has increased from 18,279,480 copies to 23,820,933 copies, a gain of 5,541,453 copies, or 30.3 percent. In the same period total evening paper advertising rates increased from $60.009 to $78.581, an advance of $18.572, or 30.9 per cent.

Gains in evening paper circulation are evenly distributed throughout the country, much more than keeping pace with population increases, and without the presence of any great evening tabloid circulation to swell the total.

Sunday newspaper circulation in the same period has increased from 19,041,413 copies per issue to 25,469,037 copies, a gain of 6,427,624 copies, or 33.2 per cent. Sunday newspaper advertising rates in the same years have increased from $44.253 to $58.478 per agate line, an advance of $14.225, or 32.1 per cent. Here also there has been no horizontal adjustment of the advertising rate to meet increasing costs; these have been met up to 1927 by increasing volume of business and have been largely absorbed by the publisher during the past year with its slight decrease in total volume.

These facts are set forth and translated into comparative units for annual periods from 1921 to 1927 in the box below and on the Ready Reckoner table on the next page. These statistics were the first to essay a survey of the entire newspaper field and they are the only statistics which present a complete and continuous picture of newspaper development since 1918, when the compilation started.

The box below crystallizes the material on the next page, which in its turn has crystallized the mass of circulation and advertising statistics which appear as part of the newspaper directory on the earlier pages of this issue.

The source of the first three statistical columns in the box below is obvious —they give the total number of newspapers, the total circulations, and the total of all advertising rates. The circulations are the average daily net paid for the six months' period ending Sept. 30, 1927, as stated in the sworn semi-annual statements to the Post Office, or in the Publishers' Statements to the Audit Bureau of Circulations. In some cases, the latter statements are for a three-month period ending Sept. 30, 1927, following an audit for the twelve-month period ending June 30, 1927. The advertising rates are in each case the minimum quoted.

The results appearing under "Rate per line per million circulation" are obtained by dividing the total advertising rate by the total circulation—i. e., dividing 35.628 by 14,145,823, and moving the decimal point six places to the left in the quotient to make the figure applicable to a million copies rather than to a single copy. In other words, the quotient before the decimal point is moved is .0000252, which, in English, means that to buy one single agate line in every one of the morning papers circulated on an average day would cost the advertiser two hundred and fifty-two hundred millionths of a dollar. Shifting the decimal point makes the figure one in every day use $2.52, and at the same time makes it applicable to a unit that is also in current use in the purchase of advertising space.

The next column shows whether the rate per line per million circulation has increased or decreased since the previous annual complication. The next column shows the amount of increase or decrease in dollars and cents and the last column shows the increase or decrease in this rate unit in terms of percentage.

The Ready Reckoner of the cost of a newspaper campaign appearing on the next page has been an established feature of EDITOR & PUBLISHER since 1918, giving the advertiser and the publisher a semi-annual barometer of conditions in the newspaper publishing business. Its features are obvious and need no explanation. Its use needs no illustration beyond the simplest. For instance, if it is desired to learn the approximate cost of a campaign of 10,000 agate lines in every daily in the State of Pennsylvania, the figure is obtained by multiplying $9.566—the cost of an agate line in every daily in the state—by 10,000.

BASIC FACTS FOR THE BUYERS AND SELLERS OF NEWSPAPER ADVERTISING SPACE

Period	Number of Papers	Total Net Paid Circulations	Total Agate Line Rate	Rate per Line per Million Circulation		Difference in Rate per Line per Million Circulation as of Dec. 31, 1927	
MORNING PAPERS							
12/31/27	411	14,145,823	$35.628	$2.52	.....	....	....
12/31/26	425	13,335,796	34.311	2.57	Decrease	$0.05	1.94%
12/31/25	427	12,440,387	33.195	2.66	Decrease	0.14	5.26%
12/31/24	429	12,365,215	33.581	2.71	Decrease	0.19	7.01%
12/31/23	426	11,475,071	30.651	2.70	Decrease	0.18	6.66%
12/31/22	426	10,809,619	27.529	2.52	.....	....	....
12/31/21	427	10,144,260	25.952	2.59	Decrease	0.07	2.70%
EVENING PAPERS							
12/31/27	1,538	23,820,933	78.581	3.29	.....	....	....
12/31/26	1,576	22,666,007	75.940	3.35	Decrease	0.06	1.79%
12/31/25	1,581	21,298,982	72.373	3.39	Decrease	0.10	2.95%
12/31/24	1,585	20,634,222	68.496	3.32	Decrease	0.03	0.90%
12/31/23	1,610	19,978,632	66.667	3.33	Decrease	0.04	1.20%
12/31/22	1,607	18,898,322	63.116	3.34	Decrease	0.05	1.49%
12/31/21	1,601	18,279,480	60.009	3.29	.....	....	....
SUNDAY PAPERS							
12/31/27	526	25,469,037	58.478	2.29	.....	....	....
12/31/26	545	24,435,192	56.965	2.33	Decrease	0.04	1.71%
12/31/25	548	23,354,622	54.243	2.32	Decrease	0.03	1.29%
12/31/24	539	22,219,646	51.098	2.29	.....	....	....
12/31/23	547	21,463,289	48.672	2.27	Increase	0.02	0.89%
12/31/22	546	19,676,725	45.829	2.33	Decrease	0.04	1.71%
12/31/21	545	19,041,413	44.253	2.32	Decrease	0.03	1.29%

A QUICK ESTIMATE CAN BE MADE OF A CAMPAIGN'S COST IN NEWSPAPERS OF U. S. OR CANADA

Circulations and Rates of 411 Morning, 1538 Evening, and 526 Sunday U. S. Newspapers Given in Detail on Preceding Pages, Are Summarized by States and Nationally—Similar Data Given By Provinces for Canadian Newspapers

STATE	ESTIMATED POPULATION 1920 Census Revised	Number of English Language Daily Newspapers (U.S.)			Total Net Paid Circulations			Joint Minimum Advertising Rates			NUMBER SUNDAY NEWS-PAPERS	TOTAL SUNDAY CIRC.	JOINT SUNDAY ADV. RATE
		MORN.	EVE.	TOTAL	MORNING	EVENING	TOTAL	MORN.	EVENING	TOTAL			
Alabama	2,549,000	3	17	20	82,092	228,614	310,706	$ .285	$ .814	$1.099	9	211,164	$ .706
Arizona	459,000	8	9	17	47,457	37,218	84,675	.311	.331	.642	9	54,920	.361
Arkansas	1,923,000	6	25	31	73,207	79,297	152,504	.301	.602	.903	7	127,644	.465
California	4,433,000	36	103	139	920,366	1,307,985	2,228,351	2.703	5.275	7.978	38	1,521,911	3.974
Colorado	1,074,000	8	25	33	81,689	273,025	354,714	.486	1.022	1.508	12	403,381	.974
Connecticut	1,636,000	7	26	33	106,333	327,122	433,455	.355	1.232	1.587	5	190,821	.510
Delaware	243,000	1	2	3	9,196	39,965	49,161	.050	.130	.180	1	12,846	.060
District of Columbia	540,000	3	3	6	148,421	230,507	378,928	.610	.630	1.240	3	323,113	.730
Florida	1,363,000	15	29	44	176,120	179,973	356,093	.860	1.268	2.128	25	273,586	1.532
Georgia	3,171,000	5	20	25	148,774	243,560	392,334	.395	.914	1.309	15	512,871	1.146
Idaho	534,000	6	8	14	34,920	28,286	63,206	.230	.256	.486	8	51,486	.320
Illinois	7,296,000	12	90	102	1,327,745	1,758,855	3,086,600	2.264	4.868	7.132	20	2,514,773	3.690
Indiana	3,150,000	18	96	114	326,745	721,948	1,048,693	1.005	2.985	3.990	18	421,411	1.230
Iowa	2,425,000	4	39	43	166,527	523,739	690,266	.385	1.954	2.339	9	349,576	1.110
Kansas	1,328,000	8	50	58	132,057	267,307	399,364	.423	1.495	1.918	11	217,761	.688
Kentucky	2,538,000	9	21	30	137,051	282,248	419,299	.359	.912	1.271	12	301,626	.790
Louisiana	1,934,000	5	10	15	168,515	173,467	341,982	.443	.576	1.019	5	351,838	.710
Maine	793,000	5	6	11	102,080	67,090	169,170	.285	.290	.575	1	38,867	.120
Maryland	1,597,000	5	10	15	206,962	397,615	604,577	.453	.947	1.400	4	391,402	.900
Massachusetts	4,242,000	11	55	66	984,823	1,345,158	2,329,981	1.965	4.074	6.039	12	1,520,971	3.040
Michigan	4,490,000	6	52	58	290,590	1,181,244	1,471,834	.660	3.076	3.736	12	1,140,753	2.096
Minnesota	2,686,000	5	29	34	187,514	572,839	760,353	.417	1.681	2.098	6	568,754	1.205
Mississippi	1,790,618	4	8	12	17,046	54,032	71,078	.115	.293	.408	6	48,745	.260
Missouri	3,510,000	9	52	61	718,287	1,001,289	1,719,576	1.277	2.625	3.902	14	1,138,126	2.121
Montana	714,000	9	8	17	63,830	29,952	93,782	.350	.238	.588	11	88,427	.515
Nebraska	1,396,000	6	17	23	169,092	217,318	386,410	.356	.818	1.174	8	316,395	.766
Nevada	777,407	3	6	9	8,938	11,291	20,229	.059	.144	.203	3	9,266	.059
New Hampshire	455,000	1	8	9	15,998	44,965	60,963	.060	.208	.268	..	.....	.....
New Jersey	3,749,000	7	29	36	145,285	645,624	790,909	.518	1.935	2.453	7	201,947	.705
New Mexico	392,000	1	6	7	10,341	25,876	36,217	.035	.189	.224	1	11,126	.070
New York	11,423,000	31	93	124	3,479,075	3,482,815	6,961,890	7.180	9.546	16.726	24	5,286,774	9.042
North Carolina	2,897,000	10	28	38	172,958	163,178	336,136	.610	.923	1.533	17	246,882	.975
North Dakota	641,192	2	8	10	21,512	46,460	67,972	.075	.290	.365	2	29,999	.130
Ohio	5,810,498	14	110	124	574,557	2,129,053	2,703,610	1.271	5.683	6.954	26	1,295,539	3.006
Oklahoma	2,397,000	11	42	53	198,516	287,440	485,956	.624	1.528	2.152	26	323,579	1.494
Oregon	890,000	9	20	29	134,094	256,587	390,681	.474	.999	1.473	10	312,452	.745
Pennsylvania	9,730,000	34	124	158	1,203,178	2,305,118	3,508,296	3.118	6.448	9.566	14	1,949,979	3.395
Rhode Island	704,000	2	8	10	45,777	178,917	224,694	.139	.590	.729	3	87,825	.390
South Carolina	1,845,000	6	9	15	79,156	63,622	142,787	.270	.326	.596	8	105,673	.420
South Dakota	696,000	2	12	14	8,641	69,817	78,458	.060	.440	.500	3	11,990	.090
Tennessee	2,485,000	5	16	21	218,860	319,354	538,214	.410	1.037	1.447	9	360,929	.920
Texas	5,397,000	24	90	114	376,803	743,580	1,120,383	1.335	3.237	4.572	49	868,779	3.263
Utah	522,000	1	5	6	44,244	74,618	118,862	.090	.285	.375	4	111,315	.320
Vermont	352,428	2	7	9	26,572	29,587	56,159	.115	.160	.275	..	.....	.....
Virginia	2,546,000	9	19	28	151,904	205,185	357,089	.465	.791	1.256	11	188,975	.690
Washington	1,562,000	10	22	32	201,767	402,034	603,801	.690	1.490	2.180	11	398,295	1.125
West Virginia	1,696,000	10	20	30	113,641	128,120	241,761	.447	.679	1.126	9	163,029	.590
Wisconsin	2,918,000	2	41	43	83,695	621,193	704,888	.210	2.180	2.390	6	400,240	.930
Wyoming	241,000	1	5	6	2,873	16,846	19,719	.030	.167	.197	2	11,276	.100
Totals U. S. English Language Daily Newspapers	118,628,000	411	1,538	1,949	14,145,833	23,820,933	37,966,656	$35.628	$78.581	$114.209	526	25,469,037	$58.478
Territory of Hawaii	255,912	1	2	3	11,436	19,116	30,552	.070	.105	.175	2	17,926	.110
For Comparative Purposes													
Newspapers as of Oct. 1. 1926		425	1,576	2,001	13,335,796	22,666,007	36,001,803	$34.311	$75.940	$110.251	545	24,435,192	$56.956
Newspapers as of Oct. 1, 1925		427	1,581	2,008	12,440,387	21,298,982	33,739,369	$33.195	$72.373	$105.568	548	23,354,622	$54.243
Newspapers as of Oct. 1, 1924		429	1,585	2,014	12,365,215	20,634,222	32,999,427	$33.581	$68.496	$102.077	539	22,219,646	$51.098
Newspapers as of Oct. 1, 1923		426	1,610	2,036	11,475,051	19,978,632	31,453,683	$30.651	$66.667	$ 97.318	547	21,463,289	$48.672
Newspapers as of Oct. 1, 1922		426	1,607	2,033	10,806,055	18,874,273	29,780,328	$27.540	$63.105	$ 90.645	546	19,712,874	$45,829

READY RECKONER FOR DAILY NEWSPAPERS OF THE DOMINION OF CANADA

Province	ESTIMATED POPULATION 1921 Census Revised	Number of English Language Daily Newspapers			Total Net Paid Circulations			Joint Minimum Advertising Rates			NUMBER SUNDAY NEWS-PAPERS	TOTAL SUNDAY CIR'N	JOINT SUNDAY ADV. RATE
		MORN.	EVE.	TOTAL	MORNING	EVENING	TOTAL	MORN.	EVENING	TOTAL			
Alberta	588,454	1	5	6	15,297	75,976	91,273	$ .060	$ .295	$ .335	..	.....	.....
British Columbia	524,282	4	8	12	35,517	153,412	188,929	.195	.443	.638	3	98,447	$ .240
Manitoba	610,110	1	4	5	24,568	89,649	114,217	.075	.218	.293	..	.....	.....
New Brunswick	387,876	2	4	6	21,439	28,454	49,893	.060	.117	.177	..	.....	.....
Nova Scotia	523,837	3	8	11	34,302	46,508	80,810	.117	.192	.309	..	.....	.....
Ontario	2,933,622	6	34	40	585,043	585,043	853,216	.565	1.471	2.036	1	192,014	.280
Prince Edward Island	88,615	1	1	2	5,876	4,295	10,171	.030	.020	.050	..	.....	.....
Quebec	2,361,199	4	12	16	107,019	369,728	476,747	.330	.900	1.230	..	.....	.....
Saskatchewan	757,510	3	4	7	29,437	36,268	65,705	.110	.130	.240	..	.....	.....
Total Canadian Dailies	8,775,853	25	80	105	541,628	1,389,333	1,930,961	$1.542	$3.786	$5.308	4	290,461	.520
Canadian Dailies as of Oct. 1, 1926		24	79	103	475,104	1,369,219	1,844,323	$1.391	$3.782	$5.173	4	276,683	.548
Canadian Dailies as of Oct. 1, 1925		24	81	105	471,838	1,325,478	1,797,316	$1.385	$3.536	$4.921	5	301,191	.593
Canadian Dailies as of Oct. 1, 1924		26	80	106	479,077	1,284,904	1,763,981	$1.436	$3.433	$4.869	5	214,187	.473

For Explanation and Interpretation of This Table See Preceding Page. All Rights Reserved. Copyright 1928, by EDITOR & PUBLISHER COMPANY.

NEWSPAPERS OPERATING A MERCHANDISING SERVICE

ALABAMA

Anniston Star
Birmingham News & Age-Herald.
Birmingham Post.
Dothan Eagle.
Huntsville Times.
Montgomery Advertiser.
Fayetteville Democrat.
Montgomery Journal-Times.

ARIZONA

Bisbee Evening Ore
Bisbee Review.
Phoenix Arizona Republican.
Tuscon Independent.
Tucson Arizona Daily Star.
Yuma Morning Sun.

ARKANSAS

Camden Evening News.
Fort Smith Times Record.
Southwest American.
Fort Smith Southwest Times Record.
Little Rock Arkansas Gazette.
Little Rock Arkansas Democrat.

CALIFORNIA

Eureka Humboldt Standard.
Fresno Bee.
Fresno Morning Republican.
Huntington Park Signal.
Long Beach Sun.
Long Beach Press-Telegram.
Los Angeles Examiner.
Los Angeles Evening Express.
Los Angeles Evening Herald.
Los Angeles Record.
Monrovia News.
Merced Sun-Star.
Modesto News-Herald.
Monterey Peninsula Herald.
Napa Register.
Oakland Post-Enquirer.
Oakland Tribune.
Oroville Mercury-Register.
Pasadena Star-News.
Pasadena Sun.
Redwood City Tribune.
Sacramento Bee.
San Bernardino Sun.
San Diego Sun.
San Diego Union-Tribune.
San Francisco Call.
San Francisco Chronicle.
San Francisco Examiner.
San Francisco News.
San Francisco Bulletin.
San Jose Evening News.
Santa Barbara News.
Santa Maria Times.
Santa Monica Evening Outlook.
Santa Rosa Press Democrat.
Santa Rosa Republican.
Stockton Record.
Ventura Free Press.
Ventura County Star.
Whittier News.
Willows Journal.

COLORADO

Denver Evening News.
Denver Rocky Mountain News.
Denver Morning Post.
Denver Post.
Durango Democrat.
Lamar News.
Pueblo Star-Journal.

CONNECTICUT

Bridgeport Post & Telegram.
Bridgeport Times-Star.
Hartford Courant.
South Norwalk Sentinel.
Waterbury American-Republican.

DISTRICT OF COLUMBIA

Washington Herald.
Washington Post.
Washington Evening Star, Sunday Star.
Washington Times.

FLORIDA

Deland News.
Fort Myers Press.
Fort Myers Tropical News.
Jacksonville Journal.
Lake Worth Leader.
Miami Herald.
Miami News.
New Smyrna News.
Orlando Morning Sentinel.
Palm Beach News.
Sanford Signal & Times.
St. Petersburg Times.
Sarasota Herald.
Sarasota Times.
Tampa Times.
West Palm Beach Post.

GEORGIA

Atlanta Constitution.
Atlanta Georgian-Sunday American.
Atlanta Journal.
Augusta Herald.
Macon News.
Macon Telegraph.
Savannah Press.

IDAHO

Twin Falls Times.

ILLINOIS

Belvidere Republican.
Bloomington Pantagraph.
Chicago Evening American.
Chicago Herald & Examiner.
Chicago News.
Chicago Tribune.
Decatur Herald.
Decatur Review.
De Kalb Chronicle.
Elgin Courier-News.
Kewanee Star-Courier.
Marion Republican.
Moline Dispatch.
Monmouth Review Atlas.
Peoria Evening Star.
Peoria Journal-Transcript.
Rockford Register-Gazette.
Rockford Morning Star.
Springfield, Illinois State Journal.
Springfield, Illinois State Register.

INDIANA

Alexandria Times-Tribune.
Anderson Herald.
Brazil Times.
Attica Ledger-Tribune.
Connersville News-Examiner.
Evansville Press.
Fort Wayne News Sentinel.
Frankfort Times.
Gary Post-Tribune.
Greencastle Banner.
Greensburg News.
Hartford City Times-Gazette.
Huntington Press.
Indianapolis News.
Indianapolis Star.
Indianapolis Times.
Kokomo Dispatch.
Lafayette Journal & Courier.
Logansport Pharos-Tribune.
Marion Chronicle.
Marion Leader-Tribune.
Muncie Morning Star.
Portland Commercial Review.
Richmond Item.
South Bend News-Times.
South Bend Tribune.
Terre Haute Post.
Terre Haute Star.
Terre Haute Tribune.
Tipton Daily Tribune.
Vincennes Sun.

IOWA

Burlington Gazette.
Cedar Falls Record.
Cedar Rapids Gazette & Republican.
Clinton Advertiser.
Council Bluffs Nonpareil.
Davenport Times.
Des Moines Register & Tribune.
Dubuque Telegraph Herald, Times-Journal.
Fort Madison Evening Democrat.
Iowa City Press-Citizen.
Marshalltown Times-Republican.
Mason City Globe-Gazette.
Muscatine Journal & News Tribune.
Perry Chief.
Sioux City Tribune.
Vinton Cedar Valley Times.
Waterloo Evening Courier.

KANSAS

Atchison Globe.
Chanute Tribune.
Clay Center Dispatch-Republican.
Dodge City Globe.
El Dorado Times
Galena Times.
Iola News.
Kansas City Kansan.
Lawrence Journal-World.
Parsons Republican.
Pratt Tribune.
Salina Journal.
Wichita Eagle.

KENTUCKY

Louisville Courier-Journal-Louisville Times.
Mayfield Messenger.
Owensboro Messenger.
Paducah Sun.

LOUISIANA

New Orleans Item-Tribune.
New Orleans States.
New Orleans Times-Picayune.
Shreveport Times.

MAINE

Bangor Daily News.
Portland Morning Press Herald, Evening Press Herald, Sunday Telegram.

MARYLAND

Baltimore Sun.
Baltimore News.
Baltimore Post.

MASSACHUSETTS

Boston Christian Science Monitor.
Boston Sunday Advertiser.
Boston American.
Brockton Times.
Fall River Herald-News.
Haverhill Gazette.
Lawrence Eagle-Tribune.
New Bedford Times.
Taunton Daily Gazette.
Worcester Post.
Worcester Morning & Sunday Telegram.
Evening Gazette.

MICHIGAN

Ann Arbor Times-News.
Cadillac News.
Detroit Free Press.
Detroit News.
Detroit Times.
Escanaba Press.
Flint Journal.
Grand Rapids Press.
Ironwood Globe.
Kalamazoo Gazette.
Marshal Chronicle.
Traverse City Record-Eagle.
Ypsilanti Press.

MINNESOTA

Bemidji Pioneer.
Crookston Times.
Minneapolis Tribune.
Owatonna People's Press.
St. Paul Dispatch.
St. Paul Pioneer Press.
St. Paul News.

MISSISSIPPI

Columbus Commercial Dispatch.
Jackson News.
Laurel Call.
Natchez Democrat.

MISSOURI

Carthage Press.
Poplar Bluff Interstate American.
Columbia Missourian.
Jefferson City Post-Tribune.
Joplin Globe & News Herald.
Kansas City Journal-Post.
Mexico Ledger.
Sedalia Democrat Capital.
St. Joseph Gazette.
St. Joseph News-Press.
St. Louis Times.
St. Louis Star.
St. Louis Globe-Democrat.
St. Louis Post-Dispatch.
Trenton Republican Times.

MONTANA

Billings Gazette.
Anaconda Standard.
Great Falls Tribune.
Havre News Promoter.
Lewiston Democrat-News.

NEBRASKA

Hastings Tribune.
Lincoln Journal.
Lincoln Star.
Norfolk News.
Omaha Bee News.
Omaha World-Herald.
York News-Times.

NEW HAMPSHIRE

Manchester Union-Leader.

NEW JERSEY

Hackensack Bergen Evening Record.
Newark News.
Paterson Call
Paterson News.
Paterson Press-Guardian, Sunday Chronicle.
Trenton Times Gazette & Times-Advertiser.

NEW MEXICO

Albuquerque, New Mexico State Tribune.
Raton Range.

NEW YORK

Albany Evening News.
Albany Knickerbocker Press.
Albany Times-Union
Batavia News.
Binghamton Press.
Brooklyn Times.
Buffalo Times.
Buffalo Courier-Express.
Elmira Star-Gazette, Advertiser, Sunday Telegram.
Ithaca Journal-News.
Kingston Freeman.
Lynbrook Nassau Daily Star.
Newburgh Beacon News
New York Evening Graphic.
New York Evening Journal.
New York News.
New York American.
New York Evening World & World.
Niagara Falls Gazette.
Oswego Palladium-Times.
Rochester Democrat & Chronicle.
Rochester Journal-American.
Rochester Times-Union.
Schenectady Gazette.
Schenectady Union-Star.
Syracuse Journal-American.
Syracuse Herald.
Troy Record.
Troy Times.
Utica Observer-Dispatch.
Utica Press.

NORTH CAROLINA

Asheville Citizen.
Asheville Times.
Charlotte News.
Durham Herald.
Greensboro News.
Greensboro Record.
Kinston News-Leader.
Rocky Mount Evening Telegram.
New Bern New Bernian Sun-Journal.
Salisbury Post.
Wilmington News-Dispatch.

OHIO

Alliance Review.
Canton News.
Canton Repository.
Cincinnati Times-Star.
Cleveland News.
Cleveland Plain Dealer.
Cleveland Press.
Columbus Citizen.
Columbus Dispatch.
Columbus Ohio State Journal.
Coshocton Tribune & Times-Age.
Dayton Journal.
Dayton Herald.
Dayton News.
Fremont News.
Hamilton News.
Lima News.
Lima Star & Republican-Gazette.
Lorain Journal.
Mt. Vernon Republican News.
Middletown Journal.
Niles Times.
Springfield News.
Toledo News-Bee.
Toledo Blade.
Urbana Daily Democrat.
Urbana Daily Citizen.
Van Wert Times.
Youngstown Telegram
Youngstown Vindicator.

OKLAHOMA

Ada News.
Altus Times-Democrat.
Ardmore Ardmoreite-Press.
Bartlesville Enterprise.
Blackwell Evening News & Morning Tribune.
Cushing Citizen.
Enid Eagle News.
Guthrie Leader.
Hugo News Norman Transcript.
Okemoh Leader.
Oklahoma City Times & Daily Oklahoman.
Okmulgee Times and Democrat.
Tulsa Tribune.
Tulsa World.
Wewoka Democrat.
Woodward Press.

OREGON

Albany Democrat-Herald.
Ashland Daily Tidings.
Astoria Budget.
Baker Democrat.
Baker Herald.
Bend Bulletin.
Corvallis Gazette-Times.
Eugene Guard.
Marshfield Coos Bay Times.
Medford Mail-Tribune.
Oregon City Enterprise.
Portland News.
Portland Oregon Journal.
Portland Morning Oregonian.

PENNSYLVANIA

Carbondale Leader.
Easton Express.
Erie Dispatch-Herald.
Harrisburg Patriot & Evening News.
Harrisburg Telegraph.
Lancaster New Era.
Lansford Record.
McKeesport News.
Mount Carmel Item.
Philadelphia News.
Pittsburgh Post-Gazette.
Reading Times.
Scranton Times.
Sunbury Daily.
Wilkes-Barre Times-Leader.

RHODE ISLAND

Providence Evening Bulletin.
Providence Journal.
Providence News.

SOUTH CAROLINA

Anderston Independent-Tribune.
Anderson Mail
Charleston Evening Post, News, & Courier.
Columbia Record.
Greenville, News, Piedmont.

SOUTH DAKOTA

Huron, Evening Huronite.
Pierre South Dakotan.
Sioux Falls, Argus-Leader.
Yankton, Press & Dakotan.
Rapid City Journal.

TENNESSEE

Chattanooga News.
Chattanooga Times.
Greenville, Democrat-Sun.
Johnson City Chronicle, Staff News.
Knoxville Dispatch.
Knoxville Journal.
Knoxville News- Sentinel.
Nashville Banner.
Nashville Tennessean.

TEXAS

Austin, American-Statesman.
Beaumont Journal & Enterprise.
Corpus Christi Caller.
Corsicana Sun.
Dallas Journal.
Dallas Morning News.
Dallas, Times-Herald.
El Paso Post.
El Paso Herald & El Paso Times.
Port Worth Star-Telegram, Record Telegram.
Galveston, News-Tribune.
Gilmer Mirror.
Houston Chronicle.
Houston, Post-Dispatch.
Laredo Times.
Midland Telegram.
Palestine Press.
San Angelo, Standard.
San Antonio Express & Evening News.
San Antonio Light.
Sherman Democrat.
Temple Telegram.
Waco, News-Tribune & Times Herald.

UTAH

Ogden Standard-Examiner.
Salt Lake City Telegram.
Sati Lake City Tribune.

VERMONT

Burlington, Free Press.
St. Johnsbury, Caledonian-Record.

VIRGINIA

Covington Virginian.
Danville, Register and Bee.
Norfolk, Ledger Dispatch.
Norfolk Virginian-Pilot.
Petersburg, Progress-Index.
Pulaski, Southwest Times.
Richmond Times-Dispatch.

WASHINGTON

Aberdeen, World.
Longview News.
Olympia, Olympian.
Seattle Post-Intelligencer.
Seattle Star.
Seattle Daily Times.
Spokane Chronicle.
Spokane Press.

(*Continued on page* 138)

STATISTICS TELL STORY OF TRADE OPPORTUNITIES OPENED BY NEWSPAPER ADVERTISING

Cost of Space in Daily and Sunday Newspapers Compared with Detailed Analyses of Circulations and Rates of 47 Magazines—How Great Industries Are Using the Newspaper

PROMOTION literature presaging several institutional campaigns during the past year have emphasized the "courage" afforded by a list of magazines for a country-wide broadcast of an advertisers' message. This has been the central theme, embellished by not too many details, for several committees and advertising agencies charged with the duty of collecting from units in an industry the proportionate charges levied against them by the central body. In lower tones it was added that the local units could use newspaper space if they wished to do so, the copy to be supplied by the central bureau, the money by the individuals, and that the central body would also supply "news releases" to be placed with local newspapers by the local retailers.

The general plan has much in common with that of the scientific youngster who bought two dozen dry batteries to run an electric motor which in turn imparted motion to a dynamo the mission of which was to make the current for three electric light bulbs which lit the boy's laboratory. Half of the dry cells would have done the same thing quietly and efficiently, as the young Edison learned when the motor windings burned out in the first fifteen minutes.

Magazines, some agencies and color-struck committee members tell their constituents, give prestige to their message. "They present the story in terms that Mr. and Mrs. Consumer must read and understand." A "million dollars a year" is the favorite round number for the campaign preliminaries, this tongue-tickling numeral being assigned the task of buying the magazine space, paying the agency commission, buying the art work, plates and electrotypes, the reprints of the four-color double-page spreads for window display; buying the copy and art work for black-and-white newspaper advertisements of varying sizes and supplying mats of desired size and in desired quantity for local dealers' use, paying the postage on shipments of mats to all parts of the country; buying the copy and printing for hundred-thousand lots of envelope stuffers, blotters, and circular throw-aways—and doing the hundred and one other odds and ends that arise in the course of preparing a national advertising campaign.

Of course, a million dollars won't do all those things. A million dollars is no longer a breath-taking sum when the discussion is of a national advertising campaign. If a product or a service must command attention throughout the country simultaneously and hold attention until enough sales are clinched to insure a return on the money invested in product and exploitation, a million dollar appropriation is almost as fatuous as a ten dollar appropriation. It will fall enough short of its object to assure disaster.

The magazine protagonists in an industry or a community planning a national institutional campaign always point to the great nation-wide circulations of the magazines and often point to figures obtained from A.B.C. audit sheets of the "dominant" local circulation held by a group of magazines in a given locality. Seldom do they compare these "dominant" magazine figures with the circulation of the one or two local newspapers. In some cases the local dealers have been assessed for their share of the magazine campaign on the relation of the population of their areas to the nation as a whole, and in others by the relation of local magazine circulation to the entire circulation of the magazine. Either can be called a fair basis of assessment, if the dealer is satisfied that the magazines can do for him what he wants done, and if the dealer's advertising expense in connection with the campaign is limited to that contribution.

The joker in the proposition is usually that the magazines are not expected by the agency or central association to do the job alone and unassisted. The "national" publications get most or all of the first million dollars—the opening bombardment that is to wipe out opposing strong points and make it easy for the local and individual retailers to establish permanent contact with and possession of the new trade. To keep the metaphor, the opening hot air bombardment in the magazines is usually no more effective than were most of the preparatory bombardments in the European war. Somehow or other the enemy strong points retain their position and power to harass the advancing infantry. The strong points of commerce as of war are eliminated usually by the hand to hand contact of individuals and in the war of commerce, the strong point of commercial opposition in recent history has been eliminated by the concentration of newspaper advertising just where it is needed and when it is needed.

The country had a striking demonstration of concentrated local newspaper fire on a national scale when Ford in November and December told the country of his new car and obtained orders for three quarters of a million vehicles before 10,000 had been produced, and months before any could be delivered for everyday use. The people believed in Ford, it is true, but they also believed what appeared in their local newspaper columns regarding the price and the value it represented. Ford had established new price and value levels in the industry in December. Six weeks later one of his principal adversaries in the small car field, using the ponderous, cumbersome heavy ordnance of magazine advertising, told the public in double-truck, colored, magazine space of his little car and its price range. Both the car and the price had meanwhile been changed to meet the new competition and newspaper advertising had told the public of the new ideas, but the January magazine nevertheless lumbered into position with its ancient news—a stage coach in an airplane age. Ford, it is said, used approximately $1,500,000 to buy his newspaper space that helped to sell cars valued at upward of $350,000,000, an advertising cost of 4-10ths of one per cent of the gross value of the product. His competitor used say $17,500 to buy his double truck in a single magazine to carry a message six weeks old and quoting a price which the public would no longer pay. Who can measure the cost of his advertising in terms of sales?

No doubt more of these contretemps will be seen during the near future in a market so fluid as that of the small and low-priced automobiles. They are inevitable so long as manufacturers and their advertising agencies think of national advertising and magazine advertising as synonymous, handling advertising as they would not think of handling their sales. While the analogy is not perfect, one might point to Ford's shipping practice. It is related that the Ford management discovered that while 600 automobiles completely assembled would occupy 100 freight cars, the same number of cars, shipped knocked down, occupied only 22 cars. Establishment of assembly plants for the principal market areas followed and soon saved their cost of construction and operation in the freight charges on 78 carloads for each 600 cars produced.

Application of the same decentralizing efficiency to advertising is axiomatic for most large manufacturers who have experience in this method of marketing their goods. It needs no proof for them in principle. If results are not all that they expected, they do not condemn their method of linking many local media into a national campaign, but look for defects in the application of the method. Using newspapers to influence sales at the retailer's counter, the manufacturer can without difficulty check weak spots in his distribution chain, eliminating newspapers which do not produce sales, or obtaining a new retail connection, or increasing, decreasing or changing the character of his advertising copy, sometimes even withdrawing the merchandise which the community does not accept.

Working with the reliable indexes of newspaper circulation and advertising cost and with statistical information on the possible buying ability of communities as small as cities of 10,000 population, like that presented in EDITOR & PUBLISHER during the past year, the up-to-date manufacturer using newspapers has a fairly definite idea of what a dollar invested in advertising in a given community ought to produce in sales. He can trace a definite relation between the size of a community and its trading area, the amount of available money it is estimated to have and the number of lines of newspaper advertising that should suffice to move a stated quantity of merchandise. This was all airy theory a few years ago. It is the daily practice now of several advertising agencies and numerous large users of advertising space. Newspaper advertising cannot yet be bought like coal or steel billets. What is written into the space is even more vital to the manufacturer's success than the amount of space purchased, wherever it may be purchased. Newspaper space, however, can be bought when, where, and as needed. An advertising message drafted in New York on Monday afternoon, can be telephoned, telegraphed, or telephotographed to appear in San Francisco papers Tuesday morning. The total cost of a single advertisement to blanket the useful sectors of the market can be whatever the advertiser cares to make it.

NEWSPAPER ROTOGRAVURE SECTIONS

City—Name of Paper—When Issued

ALABAMA

BIRMINGHAM: News; Sunday.

CALIFORNIA

FRESNO: Bee; Sunday.
LONG BEACH: Press-Telegram; Sunday.
LOS ANGELES: Times; Sunday.
SAN FRANCISCO: Chronicle; Sunday.

COLORADO

DENVER: Rocky Mountain News; Sunday.

CONNECTICUT

HARTFORD: Courant; Sunday.
WATERBURY: Republican; Sunday.

DISTRICT OF COLUMBIA

WASHINGTON: Post; Sunday.
WASHINGTON: Star, Sunday.

FLORIDA

MIAMI: News; Sunday.

GEORGIA

ATLANTA: Constitution; Sunday.
ATLANTA: Journal; Sunday and Wednesday.

ILLINOIS

CHICAGO: News; Saturday.
CHICAGO: Tribune; Sunday.
CHICAGO: Jewish Daily Forward.
EVANSTON: News-Index.
PEORIA: Journal-Transcript; Sunday.
PEORIA: Star.

INDIANA

FORT WAYNE: News & Sentinel; Saturday.
INDIANAPOLIS: Star; Sunday.
SOUTH BEND: News-Times; Sunday.

IOWA

DES MOINES: Register; Sunday.

KANSAS

WICHITA: Eagle, Sunday.

KENTUCKY

LOUISVILLE: Courier-Journal; Sunday.
LOUISVILLE: Herald-Post; Sunday.

LOUISIANA

NEW ORLEANS: Times-Picayune; Sunday.

MARYLAND

BALTIMORE: Sun; Sunday.

MASSACHUSETTS

BOSTON: Herald; Sunday.
BOSTON: Traveler; Saturday.
NEW BEDFORD: Standard; Sunday.
SPRINGFIELD: Union-Republican; Sunday.

MICHIGAN

DEROIT: Free Press; Sunday.
DETROIT: News; Sunday.

MINNESOTA

MINNEAPOLIS: Journal; Sunday.
MINNEAPOLIS: Tribune; Sunday.
ST. PAUL: Pioneer Press; Sunday.
ST. PAUL: News, Sunday.

MISSOURI

KANSAS CITY: Journal-Post; Sunday.
KANSAS CITY: Star; Sunday.
ST. LOUIS: Globe-Democrat; Sunday.
ST. LOUIS: Post-Dispatch; Sunday.

NEBRASKA

OMAHA: Bee; Sunday.

NEW JERSEY

NEWARK: Call; Sunday.

NEW YORK

ALBANY: Knickerbocker Press; Sunday.
BUFFALO: Courier Express; Sunday.
BUFFALO: Times; Sunday.
NEW YORK: Bulletino Della Sera.
NEW YORK: Corriere d'America; Sunday.
NEW YORK: Daily News: Sunday.
NEW YORK: Graphic; Saturday.
NEW YORK: Herald Tribune; Sunday.
NEW YORK: Jewish Daily Forward; Sunday.
NEW YORK: Morning Telegraph; Sunday.
NEW YORK: Post; Saturday.
NEW YORK: Progresso Italo-Americano.
NEW YORK: Times; Sunday.
NEW YORK: World; Sunday.
ROCHESTER: Democrat & Chronicle; Sunday.
SYRACUSE: Herald; Sunday.
SYRACUSE: Post-Standard; Sunday.

OHIO

CINCINNATI: Enquirer; Sunday.
CLEVELAND: News-Leader; Sunday.
CLEVELAND: Plain Dealer; Sunday.
TOLEDO: Times; Sunday.
YOUNGSTOWN: Vindicator: Sunday.

PENNSYLVANIA

PHILADELPHIA: Inquirer; Sunday.
PHILADELPHIA: Public Ledger; Sunday.
PHILADELPHIA: L'opinione; Sunday.

RHODE ISLAND

PROVIDENCE: Journal; Sunday.

TENNESSEE

MEMPHIS: Commercial Appeal; Sunday.
NASHVILLE: Banner; Sunday.
NASHVILLE: Tennessean; Sunday.

TEXAS

HOUSTON: Chronicle; Sunday.
HOUSTON: Post-Dispatch; Sunday.

VIRGINIA

RICHMOND: Times-Dispatch; Sunday.

WASHINGTON

SEATTLE: Times; Sunday.

WISCONSIN

MILWAUKEE: Journal; Sunday.

CANADA

ONTARIO

TORONTO: Star; Sunday.

QUEBEC

MONTREAL: La Patrie; Saturday.
MONTREAL: La Presse; Saturday.
MONTREAL: Standard; Saturday.

FOREIGN

MEXICO

El Universal; Sunday.
El Excelsior; Sunday.

CUBA

Diario De le Marina.

ARGENTINA

BUENOS AIRES: La Nacion; Sunday.
BUENOS AIRES: La Prensa; Sunday.

NEWSPAPER OPERATING MERCHANDISING SERVICE

(*Continued from page* 136)

Spokane Spokesman Review.
Tacoma Ledger.
Tacoma News Tribune.
Tacoma Times.
Vancouver Evening Columbian.
Walla Walla Daily Bulletin.
Walla Walla Union.
Wenatchee World.
Yakima Republic, Morning Herald.

WEST VIRGINIA

Charleston Gazette.
Fairmont Times & West Virginian.

WISCONSIN

Appleton Post-Crescent.
Janesville Gazette.
Madison, Capital Times.
Marinette Eagle-Star.
Milwaukee Journal.
Milwaukee Leader.
Milwaukee Sentinel & Telegram.
Milwaukee, Wisconsin News.
Oskosh, Northwestern.
Sheboygan Press.
Superior, Evening Telegram.
Wausau, Record-Herald.

WYOMING

Sheridan Post-Enterprise.

CANADA

Calgary (Albt) Herald.
Edmonton (Albt) Journal.
Vancouver (B. C.) Star.
Vancouver (B. C.) Sun.
Victoria (B. C.) Colonist.
Winnipeg (Man.) Free Press.
Glace Bay (N. S.) Gazette.
Brantford (Ont.) Expositor.
Chatham (Ont.) News.
Hamilton (Ont.) Spectator.
Kingston (Ont.) Whig-Standard.
London (Ont.) Free Press.
Ottawa (Ont.) Citizen.
Stratford (Ont.) Beacon-Herald.
Windsor (Ont.) Border Cities Star.
Montreal (P. Q.) La Presse.
Quebec (P. Q.) Chronicle-Telegraph.
Sherbrooke (P. Q.) La Tribune.

PULITZER PRIZE AWARDS—1927

For the most disinterested and meritorious public service rendered by any American newspaper during the year—a gold medal costing $500:

Awarded to the Canton Daily News, Canton, O., for its brave, patriotic and effective fight for the purification of municipal politics and for the ending of a vicious state of affairs brought about by collusion between city authorities and the criminal element, a fight which had a tragic result in the assassination of the editor of the paper, Don R. Mellett.

For the best editorial article written during the year.

Awarded to the Boston Herald, for the editorial entitled "We Submit," by F. Lauriston Bullard, published October 26, 1926.

The editorial calls for a new trial for Sacco and Vanzetti, radicals awaiting execution of a death sentence for murder in Massachusetts.

For the best example of a reporter's work during the year, the test being strict accuracy, terseness, the accomplishment of some public good commanding public attention and respect —$1,000:

Awarded to John T. Rogers of the St. Louis Post-Dispatch, St. Louis, Mo., for the inquiry leading to the impeachment of Judge George W. English of the United States Court for the Eastern District of Illinois.

For the best cartoon published in any American newspaper during the year, the determining qualities being that the cartoon shall embody an idea made clearly apparent, shall show good drawing and striking pictorial effect, and shall be helpful to some commendable cause of public importance, due account being taken of the whole volume of the artist's newspaper work during the year—$500:

Awarded to Nelson Harding of the Brooklyn Daily Eagle, for the cartoon entitled 'Topping the Idol," published September 19, 1926.

Because of lack of competition, no award was made for "the best history of the services rendered to the public by the American press during the preceding year."

For the American novel published during the year which shall best present the whole atmosphere of American life and the highest standards of American manners and manhood—$1,000:

Awarded to "Early Autumn," by Louis Bromfield, published by the Frederick A. Stokes Company, New York, 1926.

For the original American play, performed in New York, which shall best represent the educational value and power of the stage in raising the standard of good morals, good taste and good manners—$1,000:

Awarded to "In Abraham's Bosom," by Paul Green, produced at the Provincetown and Garrick theatres in New York during the season 1926-27.

For the best book of the year upon the history of the United States—$2,000:

Awarded to "Pinckney's Treaty: A Study of America's Advantage From Europe's Distress, 1783-1800," by Samuel Flagg Bemis.

For the best American biography teaching patriotic and unselfish services to the people, illustrated by an eminent example, excluding, as too obvious, the names of George Washington and Abraham Lincoln—$1,000:

Awarded to "Whitman: An Interpretation in Narrative," by Emory Holloway.

For the best volume of verse published during the year by an American author—$1,000:

Awarded to "Fiddler's Farewell," by Leonora Speyer.

Analysis of Magazine and Newspaper

Compiled by Editor & Publisher and Copyright.

TERRITORIAL MARKETS

Detailed Distribution for	Population 1920	MAGAZINE CIRCULATION 21 General	11 Women's	7 Class	8 Weeklies	47 Magazines
WESTERN STATES						
1 California	3,426,861	629,219	914,930	79,660	580,569	2,204,378
2 Washington	1,356,621	165,983	308,530	24,242	152,398	651,153
3 Colorado	939,629	103,051	188,292	12,806	91,003	395,152
4 Oregon	783,389	100,150	215,650	15,147	94,890	425,837
5 Montana	548,889	43,826	93,263	7,816	47,137	192,042
6 Utah	449,396	38,110	62,410	5,796	40,500	146,816
7 Idaho	431,866	34,580	73,343	5,847	34,217	147,987
8 Arizona	334,162	28,131	45,647	4,579	28,732	107,089
9 Wyoming	194,402	22,756	39,647	2,639	19,136	84,225
10 Nevada	77,407	8,721	39,694	1,539	8,789	34,318
Totals	8,542,622	1,174,527	15,269	160,071	1,097,371	4,388,997
SOUTHERN STATES						
1 Georgia	2,895,832	85,696	169,162	9,033	82,260	346,151
2 North Carolina	2,559,123	80,627	185,160	11,184	73,250	350,221
3 Kentucky	2,416,630	87,578	190,063	8,933	75,855	362,429
4 Tennessee	2,337,885	92,401	183,935	10,683	78,006	365,025
5 Alabama	2,348,174	67,604	125,679	7,203	65,472	265,958
6 Virginia	2,309,187	94,506	204,714	11,550	91,940	402,710
7 Mississippi	1,790,618	43,248	91,230	5,187	37,740	177,405
8 Louisiana	1,798,509	73,895	106,172	9,639	66,775	256,481
9 South Carolina	1,683,724	38,091	86,311	4,499	35,100	164,001
10 Florida	968,470	153,872	209,402	23,194	147,555	534,023
Totals	21,108,152	817,518	1,551,828	101,105	753,953	3,224,404
CENTRAL STATES						
1 Illinois	6,485,280	562,233	983,804	76,075	537,166	2,159,278
2 Ohio	5,759,394	524,842	1,035,533	68,963	494,057	2,123,395
3 Michigan	3,668,412	389,586	702,824	53,125	322,072	1,467,607
4 Indiana	2,930,390	214,278	494,798	27,435	215,003	951,514
5 Wisconsin	2,632,067	169,747	400,704	23,897	159,124	753,472
6 Iowa	2,404,021	165,832	484,026	18,198	156,306	824,362
Totals	23,879,564	2,026,518	4,101,689	267,693	1,883,728	8,279,628
NORTHWESTERN STATES						
1 Missouri	3,404,055	215,155	452,476	29,332	200,236	897,199
2 Minnesota	2,387,125	172,639	412,990	23,945	187,377	796,951
3 Kansas	1,769,257	112,312	289,185	16,801	100,669	518,967
4 Nebraska	1,296,372	93,207	243,269	12,401	85,473	434,350
5 North Dakota	646,872	31,544	93,145	5,102	31,678	161,469
6 South Dakota	636,547	32,489	100,775	4,902	35,466	173,632
Totals	10,140,228	657,346	1,591,840	92,483	640,899	2,982,568
SOUTHWESTERN STATES						
1 Texas	4,663,228	281,754	467,400	32,326	238,077	1,019,557
2 Oklahoma	2,028,283	119,454	231,566	14,063	89,578	454,661
3 Arkansas	1,752,204	58,732	113,991	6,802	47,741	227,266
4 New Mexico	360,350	18,328	31,736	2,543	16,856	69,463
Totals	8,804,065	478,268	844,693	55,734	392,252	1,770,947
MIDDLE ATLANTIC STATES						
1 Pennsylvania	8,720,017	625,860	1,247,104	96,244	600,263	2,569,471
2 West Virginia	1,463,701	82,345	170,959	10,611	66,709	330,624
3 Maryland	1,449,661	93,803	152,569	10,781	83,598	340,751
4 District of Columbia	437,571	75,900	92,099	7,437	68,923	244,359
5 Delaware	223,003	15,779	30,222	1,581	15,650	63,232
Totals	12,293,953	893,687	1,692,953	126,654	835,143	3,548,437
NEW YORK-NEW JERSEY						
1 New York	10,385,227	892,766	1,479,220	128,282	908,486	3,408,754
2 New Jersey	3,155,900	246,464	439,853	38,518	228,736	953,571
Totals	13,541,127	1,139,230	1,919,073	166,800	1,137,222	4,362,325
NEW ENGLAND						
1 Massachusetts	3,852,356	344,393	673,057	48,940	359,177	1,425,567
2 Connecticut	1,380,631	128,050	251,654	18,223	126,367	524,294
3 Maine	768,014	55,260	150,801	8,278	57,410	271,749
4 Rhode Island	604,397	48,632	91,085	6,117	52,450	198,284
5 New Hampshire	443,083	35,218	102,133	5,571	34,566	177,488
6 Vermont	352,428	27,176	77,592	3,748	24,652	133,168
Totals	7,400,909	638,729	1,346,322	90,877	654,622	2,730,550
MISCELLANEOUS						
Newsdealers	.....	538,745	153,225	89,811	94,570	876,351
Unclassified	.....	29,321	35,610	10,692	3,308	78,931
Canada	.....	214,456	627,268	48,091	231,824	1,121,639
Alaska and U. S. Possessions	.....	28,502	37,320	7,301	25,319	98,442
Foreign	.....	72,936	141,689	26,825	76,326	317,776
Other Items	.....	11,937	935	32,401	4,888	50,161
Totals	.....	895,897	996,047	215,121	436,235	2,543,300
MARKET GROUPS						
1 Western	8,542,622	1,174,527	1,957,028	160,071	1,097,371	4,388,997
2 Southern	21,108,152	817,518	1,551,828	101,105	753,953	3,224,404
3 Central	23,879,564	2,026,518	4,101,689	267,693	1,883,728	8,279,628
4 Northwestern	10,140,228	657,346	1,591,840	92,483	640,899	2,982,568
5 Southwestern	8,804,065	478,268	844,693	55,934	392,252	1,770,947
6 Middle Atlantic	12,293,953	893,687	1,692,953	126,654	835,143	3,548,437
7 New York-New Jersey	13,541,127	1,139,230	1,919,073	166,800	1,137,222	4,362,325
8 New England	7,400,909	638,729	1,346,322	90,877	654,622	2,730,550
9 Miscellaneous	.....	895,897	996,047	215,121	436,235	2,543,300
Grand Totals	105,710,620	8,721,720	16,001,473	1,276,538	7,831,425	33,831,156
Gross Total January, 1927		8,512,510	15,364,449	1,207,994	7,274,565	32,359,518
Page rate		$22,630.00	$57,300.00	$4,860.00	$22,980.00	$107,770.00
Rate per agate line		63.70	92.25	12.10	40.35	208.40

Circulations and Rates By States and Territorial Market Groups

1928, by THE EDITOR & PUBLISHER COMPANY

TERRITORIAL MARKETS Detailed Distribution for WESTERN STATES	Population 1920	NEWSPAPER CIRCULATION Morning Net Paid	Evening Net Paid	Sunday Net Paid	NUMBER OF PAPERS Morning Papers	Evening Papers	Sunday Papers	MINIMUM AGATE LINE NEWSPAPER SPACE RATES Joint Rate Morning	Joint Rate Evening	Joint Rate Sunday
1 California	3,426,861	920,366	1,307,985	1,521,911	36	103	38	$2.703	$5.275	$3.974
2 Washington	1,356,621	201,767	402,034	398,295	10	22	11	.690	1.490	1.125
3 Colorado	939,629	81,689	273,025	403,381	8	25	12	.486	1.022	.974
4 Oregon	783,389	134,094	256,587	312,452	9	20	10	.474	.999	.745
5 Montana	548,889	63,830	29,952	88,427	9	8	11	.350	.238	.515
6 Utah	449,396	44,244	74,618	111,315	1	5	4	.090	.285	.320
7 Idaho	431,866	34,920	28,286	51,486	6	8	8	.230	.256	.320
8 Arizona	334,162	47,457	37,218	54,920	8	9	9	.311	.331	.361
9 Wyoming	194,402	2,873	16,846	11,276	1	5	2	.030	.167	.100
10 Nevada	77,407	8,938	11,291	9,266	3	6	3	.059	.144	.059
Totals	8,542,622	1,540,179	2,437,842	2,962,729	91	211	108	5.423	10.207	8.493
SOUTHERN STATES										
1 Georgia	2,895,832	148,774	243,560	512,871	5	20	15	.395	.914	1.146
2 North Carolina	2,559,123	172,958	163,178	246,882	10	28	17	.610	.923	.975
3 Kentucky	2,416,630	137,051	282,248	301,626	9	21	12	.359	.912	.790
4 Tennessee	2,337,885	218,860	319,354	360,929	5	16	9	.410	1.037	.920
5 Alabama	2,348,174	82,092	205,185	188,975	3	17	9	.285	.814	.706
6 Virginia	2,309,187	151,904	228,614	211,164	9	19	11	.465	.791	.690
7 Mississippi	1,790,618	17,046	54,032	48,745	4	8	6	.115	.293	.260
8 Louisiana	1,798,509	168,515	173,467	351,838	5	10	5	.443	.576	.710
9 South Carolina	1,683,724	79,165	63,622	105,673	6	9	8	.270	.326	.420
10 Florida	968,470	176,120	179,973	273,586	15	29	25	.860	1.268	1.532
Totals	21,108,152	1,352,485	1,913,233	2,602,289	71	177	117	4.212	7.854	8.149
CENTRAL STATES										
1 Illinois	6,485,280	1,327,745	1,758,855	2,514,773	12	90	20	2.264	4.868	3.690
2 Ohio	5,759,394	574,557	2,129,053	1,295,539	14	110	26	1.271	5.683	3.006
3 Michigan	3,668,412	290,590	1,181,244	1,140,753	6	52	12	.660	3.076	2.096
4 Indiana	2,930,390	326,745	721,948	421,411	18	96	18	1.005	2.985	1.230
5 Wisconsin	2,632,067	83,695	621,193	400,240	2	41	6	.210	2.180	.930
6 Iowa	2,404,021	166,527	523,739	349,576	4	39	9	.385	1.954	1.110
Totals	23,879,564	2,769,859	6,936,032	6,122,292	56	428	91	5.795	20.746	12.062
NORTHWESTERN STATES										
1 Missouri	3,404,055	718,287	1,001,289	1,138,126	9	52	14	1.277	2.625	2.121
2 Minnesota	2,387,125	187,514	572,839	568,754	5	29	6	.417	1.681	1.205
3 Kansas	1,769,257	132,057	267,307	217,761	8	50	11	.423	1.495	.688
4 Nebraska	1,296,372	169,092	217,318	316,395	6	17	8	.356	.818	.766
5 North Dakota	646,872	21,512	46,460	29,999	2	8	2	.075	.299	.130
6 South Dakota	636,547	8,641	69,817	11,990	2	12	3	.060	.440	.090
Totals	10,140,228	1,237,103	2,175,030	2,283,025	32	168	44	2.608	7.349	5.000
SOUTHWESTERN STATES										
1 Texas	4,663,228	376,803	743,580	868,779	24	90	49	1.335	3.237	3.263
2 Oklahoma	2,028,283	198,516	287,440	323,579	11	42	26	.624	1.528	1.494
3 Arkansas	1,752,204	73,207	79,297	127,644	6	25	7	.301	.602	.465
4 New Mexico	360,350	10,341	25,876	11,126	1	6	1	.035	.189	.070
Totals	8,804,065	658,867	1,136,193	1,331,128	42	163	83	2.295	5.556	5.292
MIDDLE ATLANTIC STATES										
1 Pennsylvania	8,720,017	1,203,178	2,305,118	1,949,979	34	124	14	3.118	6.448	3.395
2 West Virginia	1,463,701	113,641	128,120	163,029	10	20	9	.447	.679	.590
3 Maryland	1,449,661	206,962	397,615	391,402	5	10	4	.453	.947	.900
4 District of Columbia	437,571	148,421	230,507	323,113	3	3	3	.610	.630	.730
5 Delaware	223,003	9,196	39,965	12,846	1	2	1	.050	.130	.060
Totals	12,293,953	1,681,398	3,101,325	2,840,369	53	159	31	4.678	8.834	5.675
NEW YORK-NEW JERSEY										
1 New York	10,385,227	3,479,075	3,482,815	5,286,774	31	93	24	7.180	9.546	9.042
2 New Jersey	3,155,900	145,285	645,624	201,947	7	29	7	.518	1.935	.705
Totals	13,541,127	3,624,360	4,128,439	5,488,721	38	122	31	7.698	11.481	9.747
NEW ENGLAND										
1 Massachusetts	3,852,356	984,823	1,345,158	1,520,971	11	55	12	1.965	4.074	3.040
2 Connecticut	1,380,631	106,333	327,122	190,821	7	26	5	.355	1.232	.510
3 Maine	768,014	102,080	67,090	38,867	5	6	1	.285	.290	.120
4 Rhode Island	604,397	45,777	178,917	87,825	2	8	3	.139	.590	.390
5 New Hampshire	443,083	15,998	44,965	.....	1	8	..	.060	.208	...
6 Vermont	352,428	26,572	29,587	.....	2	7	..	.115	.160	...
Totals	7,400,909	1,281,583	1,992,839	1,838,484	28	110	21	2.919	6.554	4.060
MISCELLANEOUS										
Newsdealers	.....	.....	.....	.....	..	..	..	...	...	...
Unclassified	.....	.....	.....	.....	..	..	..	...	...	...
Canada	.....	.....	.....	.....	..	..	..	...	...	...
Alaska and U. S. Possessions	.....	.....	.....	.....	..	..	..	...	...	...
Foreign	.....	.....	.....	.....	..	..	..	...	...	...
Other Items	.....	.....	.....	.....	..	..	..	...	...	...
Totals	.....	.....	.....	.....	..	..	..	...	...	...
MARKET GROUPS										
1 Western	8,542,622	1,540,179	2,437,842	2,962,729	91	211	108	5.423	10.207	8.493
2 Southern	21,108,152	1,352,485	1,913,233	2,602,289	71	177	117	4.212	7.854	8.149
3 Central	23,879,564	2,769,859	6,936,032	6,122,292	56	428	91	5.795	20.746	12.062
4 Northwestern	10,140,228	1,237,103	2,175,030	2,283,025	32	168	44	2.608	7.349	5.000
5 Southwestern	8,804,065	658,867	1,136,193	1,331,128	42	163	83	2.295	5.556	5.292
6 Middle Atlantic	12,293,953	1,681,398	3,101,325	2,840,369	53	159	31	4.678	8.834	5.675
7 New York-New Jersey	13,541,127	3,624,360	4,128,439	5,488,721	38	122	31	7.698	11.481	9.747
8 New England	7,400,909	1,281,583	1,992,839	1,838,484	28	110	21	2.919	6.554	4.060
9 Miscellaneous	.....	.....	.....	.....	..	..	..	...	...	...
Grand Totals	**105,710,620**	**14,145,834**	**23,820,933**	**25,469,037**	**411**	**1,538**	**526**	**$35.628**	**$78.581**	**$58.478**
Grand Total, January, 1927		13,335,796	22,666,007	36,001,803	425	1,576	2,001	$34.311	$75.940	$56.956

PRINCIPAL GROUP-OWNED NEWSPAPERS OF THE U. S.

BIXBY NEWSPAPERS.—Muskogee (Okla.) Phoenix, Muskogee (Okla.) Times-Democrat, Springfield (Mo.) News.

N. B. BLACK NEWSPAPERS.—Fargo (N. D.) Forum, Minot (N. D.) News & Optic-Reporter.

PAUL BLOCK NEWSPAPERS.—Toledo Blade, Newark (N. J.) Star-Eagle, Lancaster (Pa.) News Era, Duluth (Minn.) Herald, Pittsburgh Post-Gazette.

BOOTH PUBLISHING COMPANY.—Flint Journal, Saginaw News, Bay City Times, Jackson Citizen-Patriot, Kalamazoo Gazette, Ann Arbor News, Grand Rapids Press, Muskegon Chronicle.

BRUSH-MOORE NEWSPAPERS.—Marion (Ohio) Star, Salem (Ohio) News, East Liverpool Review-Tribune, Steubenville Herald-Star, Canton Repository.

JOHN STEWART BRYAN.—S. E. THOMASON NEWSPAPERS.—Tampa Tribune, Greensboro Record.

HARRY F. BYRD NEWSPAPERS.—Harrisonburg (Va.) News-Record, Winchester (Va.) Star.

JAMES M. COX NEWSPAPERS.—Canton (Ohio) News, Dayton (Ohio) News, Springfield (Ohio) News, Miami (Fla.) News.

CURTIS-MARTIN NEWSPAPERS.—Philadelphia Public Ledger, Philadephia Evening Ledger, Phiadelphia Sun, New York Evening Post.

ELAM-LACHENMEYER NEWSPAPERS.—Pawhuska (Okla.) Journal-Capital, Cushing (Okla.) Citizen.

ROBERT EWING NEWSPAPERS.—New Orleans States, Shreveport (La.) Times.

FENTRESS-MARSH NEWSPAPERS.—Austin American-Statesman, Waco (Tex.) News-Tribune, Waco Times-Herald, Port Arthur (Tex.) News, Orange (Tex.) Leader.

FRANK E. GANNETT NEWSPAPERS.—Rochester (N. Y.) Times-Union, Elmira Star-Gazette, Elmira Advertiser, Elmira Sunday Telegram, Ithaca Journal-News, Newburgh News, Utica Observer-Dispatch, Plainfield Courier-News, Olean Herald, Hartford Times.

GUY P. GANNETT NEWSPAPERS.—Portland (Me.) Express & Sunday Telegram, Portland (Me.) Press-Herald, Waterville (Me.) Sentinel.

D. W. P. E. GRANDON NEWSPAPERS.—Sterling (Ill.) Gazette, La Salle Post-Tribune.

HEARST NEWSPAPERS.—New York American, New York Journal, New York Mirror, Boston Advertiser, Boston American, Chicago Herald & Examiner, Chicago American, San Francisco Examiner, San Francisco Call, Los Angeles Examiner, Los Angeles Herald, Seattle Post-Intelligencer, Atlanta Georgian-American, Oakland Post-Enquirer, Washington Herald, Washington Times, Baltimore American, Baltimore News, Milwaukee Sentinel & Sunday Sentinel-Telegram; Albany Times-Union, San Antonio Light, Detroit Times, Rochester Journal and Sunday American, Syracuse Journal and Sunday Telegram, Milwaukee Wisconsin News, Pittsburgh Sun-Telegraph.

R. C. HOILES NEWSPAPERS.—Lorain (Ohio) Times-Herald, Mansfield (Ohio) News.

F. W. KELLOGG NEWSPAPERS.—Alhambra Post-Advocate, Culver City News, Glendale Press, Hermosa Beach Breeze, Hollywood News, San Fernando News, Burbank Press, Sawtelle Tribune, Pasadena Post, Redondo Beach Breeze, Santa Monica Outlook, Venice Vanguard, Monrovia Post, San Pedro News, West Los Angeles Tribune.

C. L. KNIGHT NEWSPAPERS.—Akron (Ohio) Beacon-Journal, Springfield (Ohio) Sun.

LEE SYNDICATE.—Davenport (Ia.) Times, Ottumwa (Ia.) Courier, Muscatine (Ia.) Journal, Mason City (Ia.) Globe-Gazette, Madison (Wis.) State Journal, La Crosse (Wis.) Tribune & Leader-Press, Hannibal (Mo.) Courier-Post, Kewanee (Ill.) Star-Courier.

MACFADDEN NEWSPAPERS.—Philadelphia Daily News, New York Evening Graphic.

J. NOEL MACY NEWSPAPERS.—Yonkers (N. Y.) Statesman, Tarrytown (N. Y.) News, Port Chester (N. Y.) Item, Ossining (N. Y.) Citizen-Sentinel.

ALLAN MARKLEY NEWSPAPERS.—Hudson (Mass.) Sun, Marlboro (Mass.) Enterprise.

McCLACHY NEWSPAPERS.—Fresno (Cal.) Bee, Sacramento (Cal.) Bee, Modesto News-Herald.

EDWARD B. McLEAN NEWSPAPERS.—Cincinnati Enquirer, Washington Post.

GEO. F. MORRELL NEWSPAPERS.—Redwood City (Cal.) Tribune, Palo Alto (Cal.) Times.

WALTER MURRAY NEWSPAPERS.—Ranger (Tex.) Times, Eastland (Tex.) Telegram.

IRA C. COPLEY NEWSPAPERS.—Aurora Beacon-News, Elgin Courier-News, Joliet Herald-News, Springfield (Ill.) State Journal, San Diego (Cal.) Union & Tribune.

ADOLPH S. OCHS NEWSPAPERS.—New York Times, Chattanooga (Tenn.) Times.

H. C. OGDEN NEWSPAPERS.—Wheeling (W. Va.) Intelligencer, Wheeling (W. Va.) News, Hinton (W. Va.) News, Martinsburg (W. Va.) Journal.

OSBORN NEWSPAPERS.—Fresno (Cal.) Republican, Sault Ste. Marie (Mich.) News.

PAGE NEWSPAPERS.—Columbus (Ga.) Ledger, Bradenton (Fla.) Herald.

PATTERSON-McCORMICK NEWSPAPERS.—Chicago Tribune, New York Daily News.

JOHN H. PERRY NEWSPAPERS.—Reading (Pa.) Times, Jacksonville (Fla.) Journal, Pensacola (Fla.) Journal, Pensacola (Fla.) News.

PULITZER NEWSPAPERS.—New York World, New York Evening World, St. Louis Post-Dispatch.

(*Continued on page 141*)

ANALYSIS OF CIRCULATIONS BY TERRITORIAL MAR WOMEN'S

Compiled by EDITOR & PUBLISHER, With the Co-operation of the

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TERRITORIAL MARKETS		Ladies' Home Journal	Good Housekeeping	Woman's Home Companion	Delineator	Pictorial Review	Needlecraft	People's Popular Monthly
Total net paid		2,497,891	1,442,174	2,235,158	1,277,369	2,223,228	1,024,886	1,031,547
Total net paid, including bulk		2,498,310	1,442,174	2,235,488	1,277,369	2,224,104	1,024,886	1,031,547
Total distribution		2,512,505	1,468,698	2,284,138	1,330,440	2,234,707	1,058,118	1,085,655
Detailed distribution for	Population	Mar., 1927	Mar., 1927	Feb., 1927	Mar., 1927	Mar., 1927	Feb., 1927	Mar., 1927
WESTERN STATES	1920							
1 California	3,426,861	166,383	93,867	157,473	105,514	137,533	38,344	15,555
2 Washington	1,356,621	53,063	23,342	49,306	32,373	53,233	21,743	9,594
3 Colorado	939,629	28,971	13,086	32,344	20,202	26,933	11,083	12,467
4 Oregon	783,389	34,776	14,985	34,047	23,875	36,048	15,202	6,413
5 Montana	548,889	15,281	6,773	13,275	3,510	15,008	7,098	7,678
6 Utah	449,396	10,382	4,608	8,270	5,951	10,605	4,374	2,186
7 Idaho	431,866	12,649	5,041	9,342	7,869	7,840	6,140	4,609
8 Arizona	334,162	7,715	4,474	7,016	3,369	7,509	2,468	1,437
9 Wyoming	194,402	5,537	3,775	5,884	1,531	4,701	3,323	3,192
10 Nevada	77,407	2,835	1,245	2,135	1,810	1,849	1,217	504
Totals	8,542,622	337,592	171,196	319,092	206,004	301,259	110,992	63,635
SOUTHERN STATES								
1 Georgia	2,895,832	22,604	15,739	24,569	15,936	26,523	7,136	23,121
2 North Carolina	2,559,123	29,368	17,684	22,546	6,338	25,258	10,578	27,140
3 Kentucky	2,416,630	25,257	14,588	27,500	15,815	20,817	9,141	28,326
4 Tennessee	2,337,885	27,337	13,829	24,897	17,107	19,417	7,904	29,352
5 Alabama	2,348,174	17,019	9,495	18,567	10,683	22,415	5,338	12,025
6 Virginia	2,309,187	35,157	17,624	25,530	10,198	30,965	12,849	24,644
7 Mississippi	1,790,618	11,382	7,339	11,579	6,881	11,234	2,718	13,475
8 Louisiana	1,798,509	18,091	9,372	16,065	13,487	16,031	2,578	5,308
9 South Carolina	1,683,724	11,077	6,745	12,619	5,200	11,971	5,149	12,699
10 Florida	968,470	32,652	27,517	32,333	13,133	36,730	8,276	8,847
Totals	21,108,152	229,944	139,932	216,205	114,778	221,361	71,667	184,937
CENTRAL STATES								
1 Illinois	6,485,280	166,461	100,443	158,430	72,608	120,593	47,194	66,246
2 Ohio	5,759,394	145,305	91,099	166,674	73,247	144,598	58,787	79,953
3 Michigan	3,668,412	98,568	63,671	113,920	48,853	78,327	51,918	44,035
4 Indiana	2,930,390	74,779	33,668	72,029	31,420	54,313	33,578	50,500
5 Wisconsin	2,632,067	52,346	30,987	62,899	32,079	47,315	33,199	34,054
6 Iowa	2,404,021	58,277	30,452	72,943	36,482	35,438	68,418	48,910
Totals	23,879,564	595,736	350,320	646,895	294,689	480,584	293,094	323,698
NORTHWESTERN STATES								
1 Missouri	3,404,055	69,981	32,694	61,604	42,754	65,485	21,741	37,870
2 Minnesota	2,387,125	64,144	37,460	62,931	32,454	53,663	28,823	38,426
3 Kansas	1,769,257	45,297	17,283	43,475	26,542	28,168	19,869	28,555
4 Nebraska	1,296,372	28,432	15,164	33,963	17,461	20,650	24,592	32,504
5 North Dakota	646,872	14,875	6,247	12,200	5,276	9,523	9,109	12,200
6 South Dakota	636,547	15,290	6,466	11,557	7,107	9,180	10,167	13,382
Totals	10,140,228	238,019	115,314	225,730	131,594	186,669	114,301	162,937
SOUTHWESTERN STATES								
1 Texas	4,663,228	63,903	39,685	70,597	58,126	72,887	15,432	42,130
2 Oklahoma	2,028,283	29,339	19,549	31,850	23,999	28,732	9,802	29,573
3 Arkansas	1,752,204	15,931	7,898	14,905	7,905	13,984	3,739	18,335
4 New Mexico	360,350	4,630	2,835	4,823	1,391	3,968	2,799	2,153
Totals	8,804,065	113,803	69,967	122,175	91,421	119,571	31,772	92,191
MIDDLE ATLANTIC STATES								
1 Pennsylvania	8,720,017	212,917	123,681	162,107	70,400	229,736	89,547	80,955
2 West Virginia	1,463,701	19,665	17,227	20,115	9,595	22,004	13,330	19,745
3 Maryland	1,449,661	29,537	18,073	24,403	10,232	26,580	7,045	5,859
4 Dist. of Columbia	437,571	19,954	17,382	14,929	6,601	12,130	1,726	951
5 Delaware	223,003	6,016	3,516	3,890	1,874	4,908	1,639	1,357
Totals	12,293,953	288,089	179,879	225,444	98,702	295,358	113,287	108,867
NEW YORK-NEW JERSEY								
1 New York	10,385,227	261,427	189,850	217,429	91,613	226,258	81,723	49,903
2 New Jersey	3,155,900	91,457	54,355	61,764	32,563	70,358	17,758	11,809
Totals	13,541,127	352,884	244,205	279,193	124,176	296,616	99,481	61,712
NEW ENGLAND								
1 Massachusetts	3,852,356	117,151	73,104	105,941	55,734	116,572	48,511	11,465
2 Connecticut	1,380,631	41,413	29,317	37,558	18,099	43,643	19,559	6,154
3 Maine	768,014	23,468	10,284	21,927	4,085	26,126	22,974	7,898
4 Rhode Island	604,397	13,909	8,672	15,387	7,728	17,845	7,192	1,642
5 New Hampshire	443,083	10,897	7,023	14,822	4,355	17,545	14,031	4,380
6 Vermont	352,428	8,663	6,088	11,625	2,733	12,226	11,695	5,009
Totals	7,400,909	215,501	134,488	207,260	92,734	233,957	123,962	36,548
MISCELLANEOUS								
Newsdealers	.....	.....	.....	.....	.....	.....	.....	.....
Unclassified	.....	.....	.....	.....	33,897	.....	.....	.....
Canada	.....	141,997	38,627	50,010	83,811	118,561	58,033	927
Alaska & U. S. Pos.	.....	7,745	4,463	4,825	1,975	3,871	6,939	187
Foreign	.....	72,788	6,173	5,969	15,324	9,633	7,650	165
Other Items	.....	366	96	.....	284	.....	.....	.....
Totals	.....	222,896	49,359	60,804	135,291	132,065	72,622	1,279
MARKET GROUPS								
1 Western	8,542,622	337,592	171,196	319,092	206,004	301,259	110,992	63,635
2 Southern	21,108,152	229,944	139,932	216,205	114,778	221,361	71,667	184,937
3 Central	23,879,564	595,736	350,320	646,895	294,689	480,584	293,094	323,698
4 Northwestern	10,140,228	238,019	115,314	225,730	131,594	186,669	114,301	162,937
5 Southwestern	8,804,065	113,803	69,967	122,175	91,421	119,571	31,772	92,191
6 Middle Atlantic	12,293,953	288,089	179,879	225,444	98,702	295,358	113,287	108,867
7 N. York-N. Jersey	13,541,127	352,884	244,205	279,193	124,176	296,616	99,481	61,712
8 New England	7,400,909	215,501	134,488	207,260	92,734	233,957	123,962	36,548
9 Miscellaneous	.....	222,896	49,359	60,804	135,291	132,065	72,622	1,279
Grand Totals	105,710,620	2,594,464	1,454,660	2,302,798	1,289,389	2,267,440	1,031,178	1,035,804
Page rate		$9,500.00	$4,200.00	$8,200.00	$5,400.00	$8,500.00	$3,600.00	$3,250.00
Rate per agate line		15.0	10.50	12.50	8.75	13.00	6.00	5.50

—Decrease

KET GROUPS AND ADVERTISING RATES OF LEADING MAGAZINES

Bureau of Advertising, American Newspaper Publishers Association

The Editor & Publisher Company

TERRITORIAL MARKETS		McCall's Magazine	People's Home Journal	Modern Priscilla	Vogue	Women's Magazines Total 1926	Women's Magazines Total 1927	Gain or Loss 1926-1927
Total net paid		2,225,390	963,825	615,316	140,097	15,070,693	15,676,881	606,188
Total net paid, including bulk		2,225,390	963,825	615,316	141,013	15,074,763	15,679,422	604,659
Total distribution		2,233,938	970,800	631,358	146,858	15,460,900	15,957,215	496,315
Detailed distribution for	Population	Mar., 1927	Apr., 1927	Mar., 1927	Mar., 15, '27			
WESTERN STATES	1920							
1 California	3,426,861	123,353	32,880	30,179	13,849	841,295	914,930	73,635
2 Washington	1,356,621	40,727	16,357	7,093	1,699	284,832	308,530	23,698
3 Colorado	939,629	26,294	11,645	3,936	1,331	175,301	188,292	12,991
4 Oregon	783,389	34,062	10,201	4,911	1,130	191,583	215,650	24,067
5 Montana	548,889	16,210	6,782	1,282	366	85,441	93,263	7,822
6 Utah	449,396	7,022	6,154	2,516	342	55,294	62,410	7,116
7 Idaho	431,866	11,871	6,539	1,224	219	64,158	73,343	9,185
8 Arizona	334,162	8,683	1,845	740	391	42,791	45,647	2,856
9 Wyoming	194,402	6,671	3,870	1,011	199	36,022	39,694	3,672
10 Nevada	77,407	1,928	1,098	519	129	13,553	15,269	1,716
Totals	8,542,622	276,821	97,371	53,411	19,655	1,790,270	1,957,028	166,758
SOUTHERN STATES								
1 Georgia	2,895,832	22,206	6,754	2,583	1,991	190,579	169,162	—21,417
2 North Carolina	2,559,123	34,429	7,767	2,650	1,402	188,456	185,160	—3,296
3 Kentucky	2,416,630	27,346	12,430	7,450	1,393	187,700	190,063	2,363
4 Tennessee	2,337,885	29,443	8,520	4,731	1,398	183,287	183,935	648
5 Alabama	2,348,174	20,718	5,847	2,823	749	142,207	125,679	—16,528
6 Virginia	2,309,187	31,204	10,783	4,173	1,587	209,317	204,714	—4,603
7 Mississippi	1,790,618	18,035	6,318	1,696	573	98,931	91,230	—7,701
8 Louisiana	1,798,509	17,016	4,360	2,745	1,119	111,647	106,172	—5,475
9 South Carolina	1,683,724	15,134	3,443	1,044	1,250	89,029	86,311	—2,718
10 Florida	968,470	36,345	9,384	2,474	1,711	231,738	209,402	—22,336
Totals	21,108,152	251,876	75,606	32,369	13,153	1,632,891	1,551,828	—81,063
CENTRAL STATES								
1 Illinois	6,485,280	139,194	67,678	34,995	9,962	954,205	983,804	29,599
2 Ohio	5,759,394	155,568	78,819	34,337	7,146	1,063,277	1,035,533	—27,744
3 Michigan	3,668,412	101,282	66,913	30,749	4,588	668,139	702,824	34,685
4 Indiana	2,930,390	78,875	48,500	15,016	2,130	481,918	494,798	12,880
5 Wisconsin	2,632,067	53,396	31,973	20,465	1,991	375,383	400,704	25,321
6 Iowa	2,404,021	64,046	50,015	17,711	1,334	429,073	484,026	54,953
Totals	23,879,564	592,361	343,898	153,273	27,141	3,971,995	4,101,689	129,694
NORTHWESTERN STATES								
1 Missouri	3,404,055	73,835	31,130	11,877	3,505	442,420	452,476	10,056
2 Minnesota	2,387,125	56,065	25,702	11,055	2,267	378,967	412,990	34,023
3 Kansas	1,769,257	46,959	27,433	4,604	1,000	271,838	289,185	17,347
4 Nebraska	1,296,372	36,714	28,508	4,418	863	233,334	243,269	9,935
5 North Dakota	646,872	15,238	6,844	1,404	229	86,622	93,145	6,523
6 South Dakota	636,547	16,404	9,503	1,483	236	96,166	100,775	4,609
Totals	10,140,228	245,215	129,120	34,841	8,100	1,509,347	1,591,840	82,493
SOUTHWESTERN STATES								
1 Texas	4,663,228	73,471	20,032	7,614	3,523	452,411	467,400	14,989
2 Oklahoma	2,028,283	37,324	15,165	4,858	1,375	231,188	231,566	378
3 Arkansas	1,752,204	21,400	7,740	1,607	547	128,689	113,991	—14,698
4 New Mexico	360,350	6,113	2,266	526	232	30,740	31,736	996
Totals	8,804,065	138,308	45,203	14,605	5,677	843,028	844,693	1,665
MIDDLE ATLANTIC STATES								
1 Pennsylvania	8,720,017	160,472	68,968	36,739	11,582	1,198,104	1,247,104	48,400
2 West Virginia	1,463,701	29,604	13,933	4,742	999	163,405	170,959	7,554
3 Maryland	1,449,661	17,382	7,461	3,991	2,006	158,400	152,569	—5,831
4 Dist. of Columbia	437,571	12,098	1,372	2,890	2,066	90,140	92,099	1,959
5 Delaware	223,003	3,895	1,781	1,045	301	30,296	30,222	—74
Totals	12,293,953	223,451	93,515	49,407	16,954	1,640,945	1,692,953	52,008
NEW YORK-NEW JERSEY								
1 New York	10,385,227	208,666	83,276	39,294	29,781	1,429,634	1,479,220	49,586
2 New Jersey	3,155,900	57,151	19,755	17,511	5,372	430,438	439,853	9,415
Totals	13,541,127	265,817	103,031	56,805	35,153	1,860,072	1,919,073	59,001
NEW ENGLAND								
1 Massachusetts	3,852,356	72,082	22,909	41,258	8,330	645,797	673,057	27,078
2 Connecticut	1,380,631	28,202	12,792	11,968	2,949	236,336	251,654	15,318
3 Maine	768,014	17,526	10,699	5,065	749	127,926	150,801	22,875
4 Rhode Island	604,397	9,290	3,393	4,898	1,129	94,834	91,085	—3,749
5 New Hampshire	443,083	12,045	10,656	5,928	451	89,285	102,133	12,848
6 Vermont	352,428	9,481	6,887	2,855	330	66,476	77,592	11,116
Totals	7,400,909	148,626	67,336	71,972	13,938	1,260,836	1,346,322	85,486
MISCELLANEOUS								
Newsdealers	.....	.....	.....	153,225	.....	161,944	153,225	—8,719
Unclassified	.....	.....	12	1,556	145	5,348	35,610	30,262
Canada	.....	119,264	7,741	2,924	5,373	540,283	627,268	86,985
Alaska & U. S. Pos.	.....	3,995	1,213	881	1,226	29,020	37,320	8,300
Foreign	.....	17,889	895	2,084	3,119	116,767	141,689	24,922
Other Items	.....	.....	.....	73	116	1,703	935	—768
Totals	.....	141,148	9,861	160,743	9,979	855,065	996,047	140,982
MARKET GROUPS								
1 Western	8,542,622	276,821	97,371	53,411	19,655	1,790,270	1,957,028	166,758
2 Southern	21,108,152	251,876	75,606	32,369	13,153	1,632,891	1,551,828	—81,063
3 Central	23,879,564	592,361	343,898	153,273	27,141	3,971,995	4,101,689	129,694
4 Northwestern	10,140,228	245,215	129,120	34,841	8,100	1,509,347	1,591,840	82,493
5 Southwestern	8,804,065	138,308	45,203	14,605	5,677	843,028	844,693	1,665
6 Middle Atlantic	12,293,953	223,451	93,515	49,407	16,954	1,640,945	1,692,953	52,008
7 N. York-N. Jersey	13,541,127	265,817	103,031	56,805	35,153	1,860,072	1,919,073	59,001
8 New England	7,400,909	148,626	67,336	71,972	13,938	1,260,836	1,346,322	85,486
9 Miscellaneous	.....	141,148	9,861	160,743	9,979	855,065	996,047	140,982
Grand Totals	105,710,620	2,283,623	964,941	627,426	149,750	15,364,449	16,001,473	637,024
Page rate		$7,600.00	$3,600.00	$2,250.00	$1,200.00	$55,250.00	$57,300.00	$2,050.00
Rate per agate line		11.50	5.50	4.00	.....	90.50	92.25	1.50
—Decrease								

PRINCIPAL GROUP-OWNED NEWSPAPERS OF U. S.

(*Continued from page* 140)

RIDDER NEWSPAPERS.—New York Journal of Commerce, Jamaica (N. Y.) Long Island Press, New York Staats-Zeitung, New Yorker Herold, St. Paul Pioneer Press, St. Paul Dispatch.

C. F. RIDENOUR NEWSPAPERS.—Piqua (Ohio) Call, Urbana (Ohio) Citizen-Democrat.

C. A. ROWLEY NEWSPAPERS.—Ashtabula (Ohio) Star-Beacon, Geneva (Ohio) Free Press, Painesville (Ohio) Telegraph.

MRS. JAMES G. SCRIPPS NEWSPAPERS.—Seattle Star, Tacoma Times, Los Angeles Record, Boise (Idaho) Capital-News, Spokane Press, Portland News, Dallas Dispatch, San Luis Obispo Tribune-Telegram, Provo (Utah) Herald.

SCRIPPS-HOWARD NEWSPAPERS.—New York Telegram, Cleveland Press, Pittsburgh Press, Cincinnati Post, Columbus (Ohio) Citizen, Baltimore Post, San Francisco News, Washington News, Indianapolis Times, Oklahoma City News, Toledo News-Bee, Knoxville News-Sentinel, Terre Haute Post, San Diego Sun, Covington Kentucky Post, Akron Times-Press, Birmingham Post, Memphis Press-Scimitar, Houston Press, Youngstown Telegram, Fort Worth Press, Denver Rocky Mountain News, Denver Evening News, Evansville Press, El Paso Post, Albuquerque New Mexico State Tribune.

SHAFFER GROUP.—Chicago Evening Post, Indianapolis Star, Muncie (Ind.) Star, Terre Haute (Ind.) Star.

JAMES SKEWES NEWSPAPERS.—Laurel (Miss.) Leader, Meridian (Miss.) Star.

S. L. SLOVER NEWSPAPERS.—Richmond (Va.) Times-Dispatch, Norfolk (Va.) Ledger-Dispatch, Petersburgh (Va.) Progress-Index.

D. W. STEVICK NEWSPAPERS.—Champaign (Ill.) News-Gazette, Texarkana Gazette, Texarkana News.

JOHN L. STEWART NEWSPAPERS.—Washington (Pa.) Observer, Washington (Pa.) Reporter, Beaver (Pa.) Times, Beaver Falls (Pa.) Tribune.

TAYLOR NEWSPAPERS.—Portsmouth (Ohio) Times, Portsmouth (Ohio) Sun, Ironton (Ohio) Tribune.

FREDERICK I. THOMPSON NEWSPAPERS.—Montgomery (Ala.) Journal, Mobile Register, Mobile News-Item, Florence (Ala.) Times-News, Tri-Cities Daily, Sheffield, Ala.

WESTCHESTER NEWSPAPERS, INC.—Mt. Vernon (N. Y.) Argus, New Rochelle (N. Y.) Standard-Star, Mamaroneck Times.

MAT, CUT AND AD ART SERVICES

Ad Art Service, 250 Park Ave., New York City.

Bonnet-Brown, 155 E. Superior St., Chicago, Ill.

Century Advertising Service, Inc., 730 Fifth Ave., New York City.

Chicago Tribune Newspaper Mat Service, Tribune Tower, Chicago, Ill.

Commercial Cut Company, 46 Beekman St., New York City.

Crystal Art Studios, 35 West 23rd St., New York City.

Economy Service Co., 231 W. 39th St., New York (Dept. Store).

Charles E. Howell, 250 W. 57th St., New York City.

Merle Johnson, 243 W. 34th St., New York City.

Metro Associated Services, Inc., 36 W. 47th St., New York City.

Knickerbocker Illustrated Service (newspaper, general).

Metro Advertising Service (dept. store).

Shoecraft Service (shoes).

Metro Furniture Service (furniture and house wares).

Fashion Review (fashions).

Credit Ad Service (credit clothing).

Metro Jewelry Service (credit jewelry).

Greater Sales Ad Features (popular price dept. store service).

Meyer-Both Company, 41 E. 42nd St., New York City.

Monarch Studios, 347 Fifth Ave., New York City.

Murray's Newspaper Service, 598 Madison Ave., New York City.

Partridge and Anderson Company, 712 Federal St., Chicago, Ill.

Pontiac Engraving & Electrotype Company, 727 S. Dearborn St., Chicago, Ill.

Publishers' Autocaster Service Company, 225 W. 39th St., New York City.

Standard Corporation, 222 E. Superior St., Chicago, Ill.

Standard Fashion Service, 2239 S. Park Ave., Chicago, Ill.

Star Adcraft Service, 241 W. 58th St., New York City.

Universal Engraving Company, 88 Gold St., New York City.

Western Newspaper Union, 239 W. 39th St., New York City.

Zuckerman Advertising Service, Chicago, Ill. (general newspaper service).

ANALYSIS OF CIRCULATION BY TERRITORIAL MARKET GROUPS AND ADVERTISING RATES OF THE LEADING WEEKLY MAGAZINES

Compiled by Editor & Publisher and Copyright 1928 by The Editor & Publisher Company.

TERRITORIAL MARKETS		Saturday Evening Post	Literary Digest	Collier's	Liberty	Outlook	Life	Judge	Christian Herald	Weekly Magazines Total 1926	Weekly Magazines Total 1927	Gain or Loss 1926-1927
Total net paid		2,793,959	1,176,714	1,327,409	1,378,488	66,464	146,793	224,197	218,318	6,833,215	7,332,342	499,127
Total net paid, including bulk		2,795,388	1,421,035	1,327,875	1,378,731	66,570	147,801	224,855	218,974	7,083,124	7,581,229	498,105
Total distribution		2,806,937	1,437,123	1,359,767	1,383,250	69,441	151,968	229,372	222,759	7,145,295	7,660,617	515,322
Detailed distribution for WESTERN STATES.	Pop. 1920	Mar., 5, '27	Apr., 10, '26	Mar., 5, '27	Feb. 19, '27	Jan. 26, '27	Apr., 14, '27	Apr., 2, '27	Mar., 26, '27			
1 California	3.426,861	255,966	105,413	114,519	70,836	4,076	12,625	8,244	8,890	523,763	580,569	56,806
2 Washington	1,356,621	61,992	31,222	32,934	19,937	1,070	1,460	481	3,302	143,603	152,398	8,795
3 Colorado	939,629	33,542	17,844	19,580	14,553	655	1,598	548	2,683	87,579	91,003	3,424
4 Oregon	783,389	39,672	18,275	18,187	14,016	459	1,360	624	2,297	89,487	94,890	5,403
5 Montana	548,889	20,256	10,325	7,652	6,716	329	325	227	1,307	43,808	47,137	3,329
6 Utah	449,396	10,440	10,526	11,557	6,874	170	550	262	121	38,588	40,500	1,912
7 Idaho	431,866	13,132	8,972	6,473	4,112	187	358	49	934	31,802	34,217	2,415
8 Arizona	334,162	12,183	6,288	4,804	4,257	217	361	186	436	27,055	28,732	1677
9 Wyoming	194,402	7,290	4,398	3,767	2,595	195	283	183	425	18,624	19,136	512
10 Nevada	77,407	3,846	1,698	1,625	932	87	137	366	98	7,726	8,789	1,063
Totals	8,542,622	458,319	214,961	221,098	144,828	7,445	19,057	11,170	20,493	1,012,035	1,097,371	85,336
SOUTHERN STATES												
1 Georgia	2,895,832	25,933	19,112	16,747	15,995	298	1,802	484	1,889	71,795	82,260	10,465
2 North Carolina	2,559,123	24,234	19,414	12,267	10,791	474	976	580	4,514	63,366	73,250	9,884
3 Kentucky	2,416,630	22,146	16,890	17,960	13,235	481	1,316	1,151	2,686	70,244	75,855	5,611
4 Tennessee	2,337,885	24,406	16,941	17,172	14,616	313	1,025	767	2,766	68,251	78,006	9,755
5 Alabama	2,348,174	17,687	16,107	13,255	14,337	955	763	758	1,610	57,231	65,472	8,241
6 Virginia	2,309,187	28,054	22,070	17,984	15,363	531	1,242	1,348	5,348	83,091	91,940	8,849
7 Mississippi	1,790,618	11,457	10,058	7,324	6,178	186	470	356	1,711	33,324	37,740	4,416
8 Louisiana	1,798,509	19,809	14,852	12,506	16,527	206	1,133	857	885	60,702	66,775	6,073
9 South Carolina	1,683,724	11,002	10,038	6,641	4,712	139	600	212	1,756	31,444	35,100	3,656
10 Florida	968,470	57,529	22,454	25,133	32,158	764	4,914	1,819	2,784	138,628	147,555	8,927
Totals	21,108,152	242,257	167,936	146,989	143,902	4,347	14,241	8,332	25,949	678,076	753,953	75,877
CENTRAL STATES												
1 Illinois	6,485,280	193,064	83,085	89,599	139,781	3,354	11,215	5,218	11,850	505,070	537,166	32,096
2 Ohio	5,759,394	165,178	94,496	95,617	101,960	3,945	7,133	7,848	17,880	454,171	494,057	39,886
3 Michigan	3,668,412	119,744	54,083	72,492	55,683	2,486	4,169	3,523	9,892	286,031	322,072	36,041
4 Indiana	2,930,390	69,754	38,487	45,092	49,677	1,650	2,460	1,110	6,773	201,709	215,003	13,294
5 Wisconsin	2,632,067	55,730	31,571	29,831	33,059	1,291	2,143	572	4,927	152,664	159,124	6,460
6 Iowa	2,404,021	55,652	33,914	24,800	30,976	1,458	1,172	197	8,137	149,424	156,306	6,882
Totals	23,879,564	659,122	335,636	357,431	411,136	14,184	28,292	18,468	59,459	1,749,069	1,883,728	134,659
NORTHWESTERN STATES												
1 Missouri	3,404,055	78,268	34,310	31,116	45,483	808	2,911	1,997	5,313	183,361	200,236	16,875
2 Minnesota	2,387,125	68,375	36,304	28,984	45,130	1,640	2,095	557	4,292	172,934	187,377	14,443
3 Kansas	1,769,257	40,635	22,068	14,076	15,448	954	954	404	6,130	94,139	100,669	6,530
4 Nebraska	1,296,372	28,917	18,141	14,645	17,712	558	1,064	155	4,281	81,385	85,473	4,088
5 North Dakota	646,872	13,108	7,968	3,519	4,869	237	216	96	1,665	29,634	31,678	2,044
6 South Dakota	636,547	14,396	9,076	3,520	5,818	372	225	58	2,001	34,653	35,466	813
Totals	10,140,228	243,729	127,867	95,860	134,460	4,569	7,465	3,267	23,682	596,101	640,899	44,793
SOUTHWESTERN STATES												
1 Texas	4,663,228	76,191	58,629	46,787	46,369	520	4,270	1,189	4,122	210,368	238,077	27,709
2 Oklahoma	2,028,283	33,186	20,571	17,052	14,843	321	853	364	2,386	82,050	89,578	7,528
3 Arkansas	1,752,204	15,983	10,665	9,570	8,731	152	354	471	1,815	43,283	47,741	4,458
4 New Mexico	360,350	6,711	3,634	3,116	2,488	106	251	72	478	15,296	16,856	1,560
Totals	8,804,065	132,071	93,499	76,525	72,431	1,099	5,730	2,096	8,801	350,997	392,252	41,255
MIDDLE ATLANTIC STATES												
1 Pennsylvania	8,720,017	204,291	121,198	105,159	114,145	4,979	11,030	16,846	22,615	554,276	600,263	45,987
2 West Virginia	1,463,701	20,392	15,028	13,783	10,797	602	1,016	1,768	3,323	61,487	66,709	5,222
3 Maryland	1,449,661	28,149	15,719	18,787	14,658	612	1,392	1,285	2,996	79,428	83,598	4,170
4 Dist. of Columbia	437,571	24,700	12,578	10,501	17,102	637	1,457	1,215	733	62,468	68,923	6,455
5 Delaware	223,003	5,333	2,366	2,484	4,173	123	333	204	634	13,844	15,650	1,806
Totals	12,293,953	282,865	166,889	150,714	160,875	6,953	15,228	21,318	30,301	771,503	835,143	63,640
NEW YORK-NEW JERSEY												
1 New York	10,385,227	367,769	142,535	129,281	175,385	10,894	26,216	32,406	24,000	861,610	908,486	46,876
2 New Jersey	3,155,900	93,498	46,503	37,009	28,054	3,478	4,618	8,486	7,090	222,411	228,736	6,325
Totals	13,541,127	461,267	189,038	166,290	203,439	14,372	30,834	40,892	31,090	1,084,021	1,137,222	53,201
NEW ENGLAND												
1 Massachusetts	3,852,356	137,358	58,465	55,145	79,734	5,010	7,034	10,928	5,503	340,110	359,177	19,067
2 Connecticut	1,380,631	45,144	21,908	22,835	24,492	2,041	2,456	4,284	3,207	119,529	126,367	6,838
3 Maine	768,014	20,306	13,090	6,656	9,424	1,096	695	3,771	2,372	55,363	57,410	2,047
4 Rhode Island	604,397	16,648	7,458	10,102	12,824	643	1,022	2,491	1,262	48,331	52,450	4,119
5 New Hampshire	443,083	12,118	7,899	4,949	5,717	828	665	526	1,864	32,762	34,566	1,804
6 Vermont	352,428	9,675	6,447	2,124	2,118	694	383	1,267	1,944	23,982	24,652	670
Totals	7,400,909	241,249	115,267	101,811	134,309	10,312	12,255	23,267	16,152	620,077	654,622	34,545
MISCELLANEOUS												
Newsdealers	.....	.....	.....	.....	.....	1,125	.....	93,445	.....	87,902	94,570	6,668
Unclassified	.....	.....	.....	.....	804	1,614	497	.....	393	4,413	3,308	—1,105
Canada	.....	138,575	11,326	30,040	44,092	344	4,458	623	2,366	216,436	231,824	15,388
Alaska & U. S. Pos.	.....	11,057	4,987	3,292	4,246	415	936	298	88	23,602	25,319	1,717
Foreign	.....	57,447	9,717	1,031	1,280	806	3,664	729	1,652	67,134	76,326	9,192
Other Items	.....	1,385	.....	.....	444	32	.....	.....	3,027	13,194	4,888	—8,306
Totals	.....	208,464	26,030	34,363	50,866	4,336	9,555	95,095	7,526	412,681	436,235	23,554
MARKET GROUPS												
1 Western	8,542,622	458,319	214,961	221,098	144,828	7,445	19,057	11,170	20,493	1,012,035	1,097,371	85,336
2 Southern	21,108,152	242,257	167,936	146,989	143,902	4,347	14,241	8,332	25,949	678,076	753,953	75,877
3 Central	23,879,564	659,122	335,636	357,431	411,136	14,184	28,292	18,468	59,459	1,749,069	1,883,728	134,659
4 Northwestern	10,140,228	243,729	127,867	95,860	134,460	4,569	7,465	3,267	23,682	596,106	640,899	44,793
5 Southwestern	8,804,065	132,071	93,499	76,525	72,431	1,099	5,730	2,096	8,801	350,997	392,252	41,255
6 Middle Atlantic	12,293,953	282,865	166,889	150,714	160,875	6,953	15,228	21,318	30,301	771,503	835,143	63,640
7 N. Y.-N. J.	13,541,127	461,267	189,038	166,290	203,439	14,373	30,834	40,892	31,090	1,084,021	1,137,222	53,201
8 New England	7,400,909	241,249	115,267	101,811	134,309	10,312	12,255	23,267	16,152	620,077	654,622	34,545
9 Miscellaneous	.....	208,464	26,030	34,363	50,866	4,336	9,555	95,095	7,526	412,681	436,235	23,554
Grand totals	105,710,620	2,929,343	1,437,123	1,351,081	1,456,246	67,617	142,657	223,905	223,453	7,274,565	7,831,425	556,860
Page rate		$8,000.00	$4,000.00	$3,500.00	$4,250.00	$400.00	$900.00	$850.00	$1,080.00	$22,205.00	$22,980.00	$775.00
Rate per agate line		12.00	9.00	5.50	7.00	1.00	2.10	2.00	1.75	39.20	40.35	1.15
—Decrease												

ANALYSIS OF CIRCULATION BY TERRITORIAL MARKET GROUPS AND ADVERTISING RATES OF LEADING CLASS PUBLICATIONS

Compiled by Editor & Publisher and Copyright 1928 by The Editor & Publisher Company.

TERRITORIAL MARKETS		System	Scientific American	Popular Science	Forest & Stream	Physical Culture	Field & Stream	House Beautiful	Class Magazines Total 1926	Class Magazines Total 1927	Gain or Loss 1926-1927
Total net paid		187,367	91,827	301,951	91,575	309,276	109,741	89,281	1,159,245	1,181,018	21,773
Total net paid, including bulk		211,308	92,275	301,951	91,575	309,530	111,035	89,352	1,173,474	1,207,026	33,552
Total distribution		218,467	94,684	310,637	93,102	336,315	116,877	92,660	1,216,818	1,262,742	45,924
Detailed distribution for	Population 1920										
WESTERN STATES		Feb., 1927	Mch., 1927	Feb., 1927	June, 1927	Feb., 1927	Feb., 1927	Feb., 1927			
1 California	3,426,861	13,437	5,416	20,794	6,012	22,535	7,953	3,513	76,864	79,660	2,796
2 Washington	1,356,621	3,810	1,266	6,284	997	8,256	2,921	708	22,537	24,242	1,705
3 Colorado	939,629	1,882	880	3,175	821	4,071	1,603	374	12,182	12,806	624
4 Oregon	783,389	1,769	974	4,269	956	4,758	1,948	473	14,804	15,147	343
5 Montana	548,889	649	325	2,752	579	2,796	595	120	6,802	7,816	1,014
6 Utah	449,396	1,051	297	1,431	595	1,761	578	83	5,162	5,796	634
7 Idaho	431,866	411	298	1,865	310	2,339	555	69	5,199	5,847	648
8 Arizona	334,162	533	248	1,388	405	1,663	235	107	4,373	4,579	206
9 Wyoming	194,402	264	186	1,100	163	610	254	62	3,122	2,639	—483
10 Nevada	77,407	104	117	512	143	430	208	25	1,351	1,539	188
Totals	8,542,622	23,910	10,007	43,570	10,981	49,219	16,850	5,534	152,396	160,071	7,675
SOUTHERN STATES											
1 Georgia	2,895,832	2,248	516	2,086	579	1,455	1,671	478	9,085	9,033	—52
2 North Carolina	2,559,123	2,679	577	2,801	703	2,438	1,119	867	10,623	11,184	561
3 Kentucky	2,416,630	1,426	833	2,475	808	1,724	1,144	523	8,715	8,933	218
4 Tennessee	2,337,885	2,472	1,066	2,212	920	2,225	1,241	547	9,759	10,683	924
5 Alabama	2,348,174	1,521	470	1,859	602	1,670	796	285	7,094	7,203	109
6 Virginia	2,309,187	2,607	730	2,857	961	2,079	1,556	760	10,750	11,550	800
7 Mississippi	1,790,618	1,163	439	1,177	485	1,096	609	218	5,306	5,187	—119
8 Louisiana	1,798,509	2,666	636	2,101	728	1,955	1,279	274	9,232	9,639	407
9 South Carolina	1,683,724	833	233	1,375	147	972	716	223	4,520	4,499	—21
10 Florida	968,470	4,297	825	6,854	682	6,732	2,953	851	23,818	23,194	—624
Totals	21,108,152	21,912	6,325	25,797	6,615	22,346	13,084	5,026	98,902	101,105	2,203
CENTRAL STATES											
1 Illinois	6,485,280	13,840	3,912	21,088	3,790	22,465	7,220	3,760	73,071	76,075	3,004
2 Ohio	5,759,394	11,790	3,806	19,521	4,303	19,082	7,114	3,347	65,675	68,963	3,288
3 Michigan	3,668,412	8,906	2,319	13,523	5,721	15,430	5,274	1,952	51,655	53,125	1,470
4 Indiana	2,930,390	4,460	2,487	6,860	3,640	6,274	2,579	1,135	28,488	27,435	—1,053
5 Wisconsin	2,632,067	5,042	969	7,170	1,082	6,007	2,496	1,131	22,440	23,897	1,457
6 Iowa	2,404,021	3,812	1,376	5,308	1,139	3,957	1,827	779	18,974	18,198	—776
Totals	23,879,564	47,850	14,869	73,470	19,675	73,215	26,510	12,104	260,303	267,693	7,390
NORTHWESTERN STATES											
1 Missouri	3,404,055	5,554	1,577	6,151	1,594	9,951	3,506	999	30,437	29,332	—1,105
2 Minnesota	2,387,125	4,135	1,108	6,553	751	6,906	3,538	954	24,353	23,945	—408
3 Kansas	1,769,257	2,534	1,020	4,252	897	5,947	1,617	534	15,220	16,801	1,581
4 Nebraska	1,296,372	2,082	700	3,528	883	3,263	1,594	351	11,998	12,401	403
5 North Dakota	646,872	705	336	1,735	139	1,589	504	94	4,698	5,102	404
6 South Dakota	636,547	597	361	1,736	244	1,360	500	104	5,137	4,902	—235
Totals	10,140,228	15,607	5,102	23,955	4,508	29,016	11,259	3,036	91,843	92,483	640
SOUTHWESTERN STATES											
1 Texas	4,663,228	6,375	1,169	8,775	999	10,312	3,722	974	31,052	32,326	1,274
2 Oklahoma	2,028,283	2,408	660	4,045	674	4,205	1,692	379	14,246	14,063	—183
3 Arkansas	1,752,204	1,667	233	1,845	200	1,794	843	220	8,249	6,802	—1,447
4 New Mexico	360,350	222	122	841	220	892	179	67	2,407	2,543	136
Totals	8,804,065	10,672	2,184	15,506	2,093	17,203	6,436	1,640	55,954	55,734	—220
MIDDLE ATLANTIC STATES											
1 Pennsylvania	8,720,017	16,882	4,328	23,274	7,503	31,764	8,621	3,872	92,631	96,244	3,613
2 West Virginia	1,463,701	1,669	497	3,655	610	2,727	1,070	383	10,647	10,611	—36
3 Maryland	1,449,661	2,439	637	2,754	824	2,028	1,473	626	10,201	10,781	580
4 District of Columbia	437,571	1,670	413	1,528	311	2,082	941	492	7,773	7,437	—336
5 Delaware	223,003	299	131	424	85	306	215	121	1,778	1,581	—197
Totals	12,293,953	22,959	6,006	31,635	9,333	38,907	12,320	5,494	123,030	126,654	3,624
NEW YORK-NEW JERSEY											
1 New York	10,385,227	27,595	5,141	31,994	6,471	34,320	15,188	7,573	130,766	128,282	—2,484
2 New Jersey	3,155,900	7,651	2,313	9,298	2,352	10,598	3,914	2,392	34,216	38,518	4,302
Totals	13,541,127	35,246	7,454	41,292	8,823	44,918	19,102	9,965	164,982	166,800	1,818
NEW ENGLAND											
1 Massachusetts	3,852,356	10,233	2,864	10,660	2,767	13,590	4,072	4,754	49,245	48,940	—305
2 Connecticut	1,380,631	3,350	840	5,060	2,036	3,273	1,906	1,758	17,225	18,223	998
3 Maine	768,014	1,240	358	2,976	391	1,672	1,126	515	8,304	8,278	—26
4 Rhode Island	604,397	1,267	281	1,331	369	1,654	661	554	5,566	6,117	551
5 New Hampshire	443,083	660	295	2,409	367	1,025	432	383	5,321	5,571	250
6 Vermont	352,428	494	205	1,236	505	667	364	277	3,629	3,748	119
Totals	7,400,909	17,244	4,843	23,672	6,435	21,881	8,561	8,241	89,290	90,877	1,587
MISCELLANEOUS											
Newsdealers	.....	.....	28,623	.....	21,000	.....	.....	40,188	66,478	89,811	23,333
Unclassified	.....	.....	637	4,042	5,762	251	.....	.....	14,543	10,692	—3,851
Canada	.....	11,872	998	12,596	209	18,825	2,831	760	42,583	48,091	5,508
Alaska & U. S. Possessions	.....	1,248	486	2,891	46	1,859	503	268	6,135	7,301	1,166
Foreign	.....	536	5,349	4,156	123	15,034	442	1,185	25,322	26,825	1,503
Other Items	.....	4,009	411	26,227	41	214	1,499	.....	16,233	32,401	16,168
Totals	.....	17,665	36,504	49,912	27,181	36,183	5,275	42,401	171,294	215,121	43,827
MARKET GROUPS											
1 Western	8,542,622	23,910	10,007	43,570	10,981	49,219	16,850	5,534	152,396	160,071	7,675
2 Southern	21,108,152	21,912	6,325	25,797	6,615	22,346	13,084	5,026	98,902	101,105	2,203
3 Central	23,879,564	47,850	14,869	73,470	19,675	73,215	26,510	12,104	260,303	267,693	7,390
4 Northwestern	10,140,228	15,607	5,102	23,955	4,508	29,016	11,259	3,036	91,843	92,483	640
5 Southwestern	8,804,065	10,672	2,184	15,506	2,093	17,203	6,436	1,640	55,954	55,734	—220
6 Middle Atlantic	12,293,953	22,959	6,006	31,635	9,333	38,907	12,320	5,494	123,030	126,654	3,624
7 New York-New Jersey	13,541,127	35,246	7,454	41,292	8,823	44,918	19,102	9,965	164,982	166,800	1,818
8 New England	7,400,909	17,244	4,843	23,672	6,435	21,881	8,561	8,241	89,290	90,877	1,587
9 Miscellaneous	.....	17,665	36,504	49,912	27,181	36,183	5,275	42,401	171,294	215,121	43,827
Grat. Totals	105,710,620	213,065	93,294	328,809	95,644	332,888	119,397	93,441	1,207,994	1,276,538	68,544
Page rate		$1,000.00	$400.00	$810.00	$400.00	$875.00	$575.00	$800.00	$4,985.00	$4,860.00	$125.00
Rate per agate line		2.60	1.00	2.00	1.00	2.55	1.45	1.50	10.90	12.10	1.20
—Decrease											

ANALYSIS OF CIRCULATIONS BY TERRITORIAL MARKET GROUPS

Compiled by Editor & Publisher and Copyright

TERRITORIAL MARKETS		Cosmopolitan	American Review of Reviews	American	Harper's	Child Life	World's Work	Success	Scribner's	American Boy	Atlantic Monthly	Red Book	Century
Total net paid		1,636,856	160,274	2,161,906	111,093	172,244	133,475	110,760	74,367	261,566	129,603	745,812	23,946
Total net paid, including bulk		1,636,856	160,669	2,162,252	111,527	172,347	134,496	111,474	75,031	270,245	132,348	746,754	23,946
Total distribution		1,672,338	182,320	2,206,602	116,348	207,171	139,549	126,628	78,586	303,084	137,446	763,699	25,582
Detailed distribution for	Population 1920	Mar., '27	April, '27	Feb., '27	April, '27	June, '27	April, '27	April, '27	May, '27	June, 27	Feb., '27	Feb., '27	April, '27
WESTERN STATES													
1 California	3,426,861	145,268	12,912	152,780	4,916	13,834	8,640	7,595	3,605	19,504	8,937	70,712	1,081
2 Washington	1,356,621	34,431	3,420	47,326	874	3,462	1,731	4,905	922	7,649	1,627	18,317	218
3 Colorado	939,629	19,540	1,586	33,708	841	2,544	1,216	1,400	697	5,325	1,280	10,871	172
4 Oregon	783,389	19,224	1,383	33,645	529	2,366	1,124	2,008	484	4,949	977	8,883	151
5 Montana	548,889	8,268	1,275	14,106	280	1,245	710	107	260	1,783	419	4,254	67
6 Utah	449,396	8,049	946	8,304	170	783	412	66	153	1,620	294	5,162	52
7 Idaho	431,866	6,521	823	11,016	176	939	466	221	215	1,389	262	3,715	44
8 Arizona	334,162	5,993	535	7,819	233	710	470	70	208	867	419	3,379	54
9 Wyoming	194,402	4,845	798	6,498	138	789	359	34	134	731	166	2,471	42
10 Nevada	77,407	1,989	222	1,813	50	222	127	15	35	280	63	1,173	12
Totals	8,542,622	254,128	23,900	317,015	8,207	26,894	15,255	16,421	6,713	44,097	14,444	128,937	1,893
SOUTHERN STATES													
1 Georgia	2,895,832	18,112	1,958	25,276	540	1,231	1,267	155	461	2,397	685	9,122	126
2 North Carolina	2,559,123	15,349	2,483	26,947	822	1,738	1,854	307	642	2,686	1,054	5,062	141
3 Kentucky	2,416,630	17,334	2,091	26,208	605	1,867	1,255	552	497	2,767	862	10,622	121
4 Tennessee	2,337,885	15,990	1,730	31,127	564	2,004	1,179	247	493	3,202	874	10,914	126
5 Alabama	2,348,174	11,274	1,652	20,315	417	1,163	954	488	360	1,990	557	7,795	87
6 Virginia	2,309,187	18,027	2,301	27,123	993	1,726	2,046	373	1,016	2,968	1,584	9,369	170
7 Mississippi	1,790,618	9,010	1,155	13,754	248	964	625	86	209	1,347	319	4,985	67
8 Louisiana	1,798,509	17,469	1,892	17,180	373	1,177	886	880	494	1,683	664	9,734	82
9 South Carolina	1,683,724	5,967	839	14,399	335	792	794	78	231	1,272	470	3,100	65
10 Florida	968,470	38,040	2,881	38,001	767	2,437	1,930	386	662	3,293	1,424	19,619	163
Totals	21,108,152	166,572	18,982	240,330	5,664	15,099	12,790	3,552	5,065	23,605	8,493	90,322	1,148
CENTRAL STATES													
1 Illinois	6,485,280	115,114	10,747	149,346	4,155	13,181	5,794	4,711	4,155	18,025	8,435	48,107	1,021
2 Ohio	5,759,394	103,194	7,709	168,011	4,119	10,554	5,913	6,133	4,492	19,745	6,600	45,894	927
3 Michigan	3,668,412	78,379	5,873	120,842	2,796	8,613	3,789	3,100	2,695	14,224	3,771	38,273	488
4 Indiana	2,930,390	40,784	3,458	71,221	1,509	4,612	2,045	2,128	1,444	6,997	2,000	19,081	386
5 Wisconsin	2,632,067	29,318	3,685	54,573	1,528	4,171	1,957	2,432	1,449	6,362	2,337	12,742	360
6 Iowa	2,404,021	27,297	2,884	70,306	1,548	3,670	1,848	987	1,306	7,649	1,658	13,263	379
Totals	23,879,564	394,086	34,356	634,299	15,655	44,801	21,346	19,491	15,541	73,002	24,801	177,360	3,561
NORTHWESTERN STATES													
1 Missouri	3,404,055	46,861	2,919	58,266	1,248	4,935	2,009	1,602	1,230	8,754	2,256	20,880	345
2 Minnesota	2,387,125	35,633	4,162	55,052	1,405	4,024	2,201	1,464	1,345	8,242	2,613	14,693	357
3 Kansas	1,769,257	19,222	2,352	41,923	786	3,324	1,366	368	915	4,888	997	9,328	194
4 Nebraska	1,296,372	16,520	1,708	34,213	619	2,299	1,043	883	544	4,640	818	8,270	134
5 North Dakota	646,872	5,968	722	11,406	198	845	523	95	266	1,689	255	2,248	53
6 South Dakota	636,547	6,082	952	12,298	257	903	526	50	224	1,857	295	2,453	73
Totals	10,140,228	130,286	12,815	213,158	4,513	16,330	7,668	4,462	4,524	30,070	7,234	57,872	1,156
SOUTHWESTERN STATES													
1 Texas	4,663,228	59,566	5,045	89,297	1,109	5,747	2,749	1,213	2,094	8,168	1,537	30,521	262
2 Oklahoma	2,028,283	25,632	2,392	36,154	420	2,942	1,142	672	777	3,762	562	12,041	110
3 Arkansas	1,752,204	9,746	1,379	19,979	246	1,257	677	235	452	1,863	363	6,472	47
4 New Mexico	360,350	3,847	444	5,295	160	455	295	53	147	646	197	2,315	35
Totals	8,804,065	98,791	9,260	150,725	1,935	10,401	4,863	2,173	3,470	14,439	2,659	51,349	454
MIDDLE ATLANTIC STATES													
1 Pennsylvania	8,720,017	133,507	12,020	145,761	5,545	9,762	8,014	4,262	5,284	22,192	9,472	54,345	1,092
2 West Virginia	1,463,701	17,963	1,961	21,846	609	2,075	1,247	893	637	2,440	659	6,233	100
3 Maryland	1,449,661	18,477	1,745	17,261	1,071	1,822	1,612	965	954	3,374	2,107	12,547	205
4 Dist. of Columbia	437,571	20,249	1,218	13,836	1,052	970	1,607	618	826	2,300	1,878	8,993	172
5 Delaware	223,003	3,176	363	3,462	184	248	263	305	149	487	287	1,748	25
Totals	12,293,953	193,372	17,307	202,166	8,461	14,913	12,748	7,043	7,850	30,793	14,403	83,866	1,594
NEW YORK-NEW JERSEY													
1 New York	10,385,227	210,320	20,555	192,876	11,942	14,392	15,509	10,530	12,250	26,713	20,309	75,964	1,710
2 New Jersey	3,155,900	53,725	5,250	49,152	3,313	4,951	4,663	3,067	3,292	8,501	5,083	20,462	498
Totals	13,541,127	264,045	25,805	242,028	15,255	19,343	20,172	13,597	15,542	35,214	25,392	96,426	2,208
NEW ENGLAND STATES													
1 Massachusetts	3,852,356	67,826	5,217	85,243	5,836	6,378	6,425	4,639	5,811	10,487	11,543	29,882	988
2 Connecticut	1,380,631	27,812	2,718	30,684	2,096	2,535	2,652	705	2,150	4,113	3,276	9,783	320
3 Maine	768,014	8,911	708	19,131	793	890	1,108	186	770	2,032	888	4,943	149
4 Rhode Island	604,397	8,346	594	12,072	561	710	742	832	641	1,509	1,042	4,555	91
5 New Hampshire	443,083	5,768	1,041	11,379	581	642	815	1,323	974	1,083	819	1,981	120
6 Vermont	352,428	4,697	366	9,872	470	582	645	84	498	1,066	525	1,773	74
Totals	7,400,909	123,360	10,644	168,381	10,337	11,737	12,387	7,769	10,844	20,290	18,093	52,917	1,742
MISCELLANEOUS													
Newsdealers	.....	.....	.....	.....	35,302	.....	25,342	25,159	.....	.....	.....	.....	8,095
Unclassified	.....	.....	6,801	.....	.....	.....	.....	7,360	.....	.....	.....	.....	.....
Canada	.....	59,800	2,462	33,939	686	2,862	2,384	6,583	809	2,540	2,730	36,567	175
Alaska & U. S. Pos.	.....	6,665	1,460	5,480	362	637	244	441	330	522	535	2,479	129
Foreign	.....	6,294	1,456	6,870	2,924	508	3,458	251	1,218	735	3,373	5,776	624
Other Items	.....	139	395	.....	460	.....	157	124	80	6,952	32	74	.....
Totals	.....	72,898	12,574	46,289	39,734	4,007	31,585	39,918	2,437	10,749	6,670	44,896	9,023
MARKET GROUPS													
1 Western	8,542,622	254,128	23,900	317,015	8,207	26,894	15,255	16,421	6,713	44,097	14,444	128,937	1,893
2 Southern	21,108,152	166,572	18,982	240,330	5,664	15,099	12,790	3,552	5,065	23,605	8,493	90,322	1,148
3 Central	23,879,564	394,086	34,356	634,299	15,655	44,801	21,346	19,491	15,541	73,002	24,801	177,360	3,561
4 Northwestern	10,140,228	130,286	12,815	213,158	4,513	16,330	7,668	4,462	4,524	30,070	7,234	57,872	1,156
5 Southwestern	8,804,065	98,791	9,260	150,725	1,935	10,401	4,863	2,173	3,470	14,439	2,659	51,349	454
6 Middle Atlantic	12,293,953	193,372	17,307	202,166	8,461	14,913	12,743	7,043	7,850	30,793	14,403	83,866	1,594
7 N. Y.-N. J.	13,541,127	264,045	25,805	242,028	15,255	19,343	20,172	13,597	15,542	35,214	25,392	96,426	2,208
8 New England	7,400,909	123,360	10,644	168,381	10,337	11,737	12,387	7,769	10,844	20,290	18,093	52,917	1,742
9 Miscellaneous	.....	72,898	12,574	46,289	39,734	4,007	31,585	39,918	2,437	10,749	6,670	44,896	9,023
Grand Totals	105,710,620	1,697,538	165,643	2,214,391	109,761	163,525	138,809	114,426	71,986	282,259	122,189	783,945	22,779
Page rate		$4,200.00	$400.00	$5,000.00	$380.00	$800.00	$400.00	$400.00	$320.00	$1,700.00	$400.00	$2,000.00	$250.00
Rate per agate line		11.00	2.15	12.00	1.65	2.25	2.00	1.25	1.60	3.00	2.00	5.00	1.50
—Decrease													

AND ADVERTISING RATES OF THE LEADING MONTHLY MAGAZINES

1927, Editor & Publisher Company

TERRITORIAL MARKETS	Population 1920	Blue Book	True Romances	Everybody's	Saint Nicholas	Boy's Life	Photoplay	Motion Picture	Munsey's	Nation's Business	General Magazines Total 1926	General Magazines Total 1927	Gain or Loss 1926-1927
Total net paid		154,206	603,668	186,080	53,595	155,391	518,021	361,565	440,516	242,754	8,343,620	8,437,698	94,078
Total net paid, including bulk		154,519	603,685	186,080	53,595	167,057	518,751	362,388	440,516	250,123	8,387,909	8,474,659	86,750
Total distribution		156,518	627,044	203,129	55,177	171,930	529,404	370,468	442,723	252,209	8,750,950	8,767,955	17,005
Detailed distribution for		Feb., '27	Mar., '27	Mar., '27	April, '27	May, '27	June, '27	May, '27	Mar., '27	June, '27			
WESTERN STATES													
1 California	3,426,861	14,491	28,255	27,907	3,822	11,551	43,896	36,734	912	11,867	607,479	629,219	21,704
2 Washington	1,356,621	3,427	8,459	8,098	707	3,513	8,656	4,435	317	3,489	164,219	165,983	1,764
3 Colorado	939,629	1,799	5,539	3,641	454	1,941	5,351	3,200	221	1,725	94,546	103,051	8,505
4 Oregon	783,389	2,244	4,969	4,755	505	1,964	5,463	2,255	210	2,062	97,770	100,150	2,380
5 Montana	548,889	851	3,955	216	260	906	2,299	1,447	281	837	39,091	43,826	4,735
6 Utah	449,396	477	2,416	174	114	1,694	3,644	2,792	50	738	35,578	38,110	2,532
7 Idaho	431,866	501	3,227	367	154	1,067	1,413	1,173	127	764	33,296	34,580	1,284
8 Arizona	334,162	1,137	2,071	188	139	507	1,098	1,548	51	635	25,316	28,131	2,815
9 Wyoming	194,402	461	2,234	99	79	468	1,093	749	93	475	21,957	22,756	799
10 Nevada	77,407	261	710	118	39	157	575	575	29	256	8,316	8,721	405
Totals	8,542,622	25,649	61,835	45,563	6,273	23,768	73,488	54,908	2,291	22,848	1,127,568	1,174,527	46,959
SOUTHERN STATES													
1 Georgia	2,895,832	1,628	7,822	1,201	263	2,183	4,903	2,643	162	3,561	79,497	85,696	6,199
2 North Carolina	2,559,123	1,401	7,673	246	430	1,948	4,155	1,944	124	3,621	80,617	80,627	10
3 Kentucky	2,416,630	1,691	5,921	2,241	352	1,794	5,902	2,463	216	2,217	78,392	87,578	9,186
4 Tennessee	2,337,885	1,578	7,684	1,395	272	1,668	6,012	2,150	105	3,087	84,203	92,401	8,198
5 Alabama	2,348,174	1,068	5,572	1,443	232	1,573	5,581	2,617	100	2,366	60,787	67,604	6,817
6 Virginia	2,309,187	1,863	7,158	2,408	482	1,697	5,829	2,874	216	4,283	95,916	94,506	—1,410
7 Mississippi	1,790,618	810	2,899	208	146	1,097	2,241	1,702	80	1,296	37,136	43,248	6,112
8 Louisiana	1,798,509	1,405	5,650	1,917	217	1,376	4,815	3,862	92	2,047	68,487	73,895	5,408
9 South Carolina	1,683,724	737	3,265	473	190	637	1,886	790	61	1,710	37,035	38,091	1,056
10 Florida	968,470	4,971	15,672	1,392	464	2,445	7,992	6,355	252	4,726	170,550	153,872	—116,678
Totals	21,108,152	17,152	69,316	12,924	3,048	16,418	49,316	27,400	1,408	28,914	792,620	817,518	24,898
CENTRAL STATES													
1 Illinois	6,485,280	9,962	54,573	17,642	2,807	11,791	37,096	26,591	965	18,015	548,340	562,233	13,893
2 Ohio	5,759,394	8,631	45,454	13,373	2,670	9,005	26,136	19,930	786	15,566	507,495	524,842	17,347
3 Michigan	3,668,412	6,568	38,475	10,308	1,744	5,599	19,343	13,333	635	10,738	378,155	389,586	11,431
4 Indiana	2,930,390	3,833	18,616	3,272	1,077	4,202	13,540	6,975	401	6,697	211,955	214,278	2,323
5 Wisconsin	2,632,067	2,790	13,733	4,584	1,341	3,608	9,644	5,597	409	7,127	162,962	169,747	6,785
6 Iowa	2,404,021	2,466	11,360	1,952	833	3,921	6,594	2,619	489	2,803	163,835	165,832	1,997
Totals	23,879,564	34,250	182,211	51,131	10,472	38,126	112,353	75,045	3,685	60,946	1,972,742	2,026,518	53,776
NORTHWESTERN STATES													
1 Missouri	3,404,055	3,819	21,590	5,795	842	5,733	12,049	7,205	375	6,442	207,739	215,155	7,416
2 Minnesota	2,387,125	2,981	12,159	3,954	987	4,705	7,772	4,618	365	3,907	166,232	172,639	6,407
3 Kansas	1,769,257	1,653	9,971	957	467	2,624	4,486	3,093	322	3,076	103,575	112,312	8,737
4 Nebraska	1,296,372	1,521	6,328	2,224	435	1,985	4,311	2,454	273	1,985	88,046	93,207	5,161
5 North Dakota	646,872	705	2,849	145	121	998	1,062	439	281	676	28,610	31,544	2,934
6 South Dakota	636,547	561	2,640	168	194	773	808	470	200	705	32,430	32,489	59
Totals	10,140,228	11,240	55,537	13,243	3,046	16,818	30,488	18,279	1,816	16,791	626,632	657,346	30,714
SOUTHWESTERN STATES													
1 Texas	4,663,228	4,810	26,308	4,447	591	4,574	15,916	10,175	437	7,188	251,526	281,754	30,228
2 Oklahoma	2,028,283	1,889	13,702	1,676	253	2,477	6,233	2,837	187	3,594	109,386	119,454	10,068
3 Arkansas	1,752,204	958	6,442	802	137	1,047	3,004	1,972	111	1,543	55,017	58,732	3,715
4 New Mexico	360,350	367	1,184	106	73	461	1,074	953	56	165	16,948	18,328	1,380
Totals	8,804,065	8,024	47,636	7,031	1,054	8,559	26,227	15,937	791	12,496	432,877	478,268	45,391
MIDDLE ATLANTIC STATES													
1 Pennsylvania	8,720,017	11,840	75,410	12,378	3,987	13,679	42,803	29,965	1,185	23,357	621,223	625,860	4,657
2 West Virginia	1,463,701	1,582	13,762	240	290	1,598	3,668	2,161	117	2,264	74,579	82,345	7,766
3 Maryland	1,449,661	1,734	6,183	3,664	660	1,466	8,554	5,334	176	3,892	90,076	93,803	3,727
4 Dist. of Columbia	437,571	1,222	4,572	2,736	415	1,233	5,382	3,414	78	3,129	76,160	75,900	—260
5 Delaware	223,003	274	1,321	345	124	432	1,133	738	37	642	14,499	15,779	1,280
Totals	12,293,953	16,652	101,248	19,363	5,476	18,408	61,540	41,612	1,593	33,284	876,537	893,687	17,150
NEW YORK-NEW JERSEY													
1 New York	10,385,227	19,776	54,594	22,105	7,221	24,124	70,592	47,998	1,776	31,510	894,895	892,766	—2,129
2 New Jersey	3,155,900	5,098	19,737	5,987	2,433	7,065	21,558	13,119	427	9,083	239,300	246,464	7,164
Totals	13,541,127	24,874	74,331	28,092	9,654	31,189	92,150	61,117	2,203	40,593	1,134,195	1,139,230	5,035
NEW ENGLAND													
1 Massachusetts	3,852,356	6,183	17,919	17,166	3,438	7,060	21,592	14,675	707	15,378	341,381	344,393	3,012
2 Connecticut	1,380,631	2,287	6,123	2,893	1,335	3,268	9,867	5,733	350	7,350	127,070	128,050	980
3 Maine	768,014	968	5,038	300	442	923	2,488	1,465	303	2,824	50,610	55,260	4,650
4 Rhode Island	604,397	976	3,146	2,211	397	1,014	3,969	2,424	93	2,707	46,462	48,632	2,170
5 New Hampshire	443,083	641	2,385	214	395	544	1,728	1,162	164	1,459	34,620	35,218	598
6 Vermont	352,428	340	1,886	123	293	550	1,348	720	141	1,123	25,637	27,176	1,539
Totals	7,400,909	11,395	36,497	22,907	6,300	13,359	40,992	26,179	1,758	30,841	625,780	638,729	12,949
MISCELLANEOUS													
Newsdealers	.....	.....	.....	.....	6,021	.....	.....	.....	438,826	.....	584,549	538,745	—45,804
Unclassified	.....	.....	115	.....	.....	.....	.....	11,453	84	3,508	28,723	29,321	598
Canada	.....	14,170	17,273	1,442	804	748	15,239	10,904	580	1,759	198,649	214,456	15,807
Alaska & U. S. Pos.	.....	1,161	1,589	575	345	560	1,625	2,419	376	568	23,855	28,502	4,647
Foreign	.....	3,130	389	1,841	808	537	12,019	17,295	958	2,472	71,336	72,936	1,600
Other Items	.....	11	161	854	.....	1,090	1,027	99	.....	282	16,447	11,937	—4,510
Totals	.....	18,472	19,527	4,712	7,978	2,935	29,910	42,170	440,824	8,589	923,559	895,897	—27,662
MARKET GROUPS													
1 Western	8,542,622	25,649	61,835	45,563	6,273	23,768	73,488	54,908	2,291	22,848	1,127,568	1,174,527	46,959
2 Southern	21,108,152	17,152	69,316	12,924	3,048	16,418	49,316	27,400	1,408	28,914	792,620	817,518	24,898
3 Central	23,879,564	34,250	182,211	51,131	10,472	38,126	112,353	75,045	3,685	60,946	1,972,742	2,026,518	53,776
4 Northwestern	10,140,228	11,240	55,537	13,243	3,046	16,818	30,488	18,279	1,816	16,791	626,632	657,346	30,714
5 Southwestern	8,804,065	8,024	47,636	7,031	1,054	8,559	26,227	15,937	791	12,490	432,877	478,268	45,391
6 Middle Atlantic	12,293,953	16,652	101,248	19,363	5,476	18,408	61,540	41,612	1,593	33,284	876,537	893,687	17,150
7 N. Y.-N. J.	13,541,127	24,874	74,331	28,092	9,654	31,189	92,150	61,117	2,203	40,593	1,134,195	1,139,230	5,035
8 New England	7,400,909	11,395	36,497	22,907	6,300	13,359	40,992	26,179	1,758	30,841	625,780	638,729	12,949
9 Miscellaneous	.....	18,472	19,527	4,712	7,978	2,935	29,910	42,170	440,824	8,589	923,559	895,857	—27,662
Grand Totals	105,710,620	167,708	648,138	204,966	53,301	169,580	516,464	362,647	456,369	255,296	8,512,510	8,721,720	.....
Page rate		$250.00	$1,100.00	$150.00	$350.00	$850.00	$1,200.00	$750.00	$630.00	$1,100.00	$22,130.00	$22,630.00	$500.00
Rate per agate line		1.25	2.75	.75	1.50	1.25	3.00	1.80	3.00	3.00	62.20	63.70	1.50
—Decrease													

FEATURE, ADVERTISING AND PICTURE SYNDICATES OF THE UNITED STATES

Name	Address	Editor	Manager
George Matthew Adams Service	250 Park ave., New York	Jessie A. Sleight	B. Pascale
Allen Feature Service	440 Riverside Drive, New York	Mary E. Allen	J. B. Wallach
Associated Editors, Inc	440 S. Dearborn st., Chicago	W. Boyce Morgan	John H. Millar
Associated Newspapers	270 Madison ave., New York	W. P. Sarver	H. H. McClure
Associated Press Feature Service	383 Madison ave., New York	Lloyd C. Stratton	L. C. Stratton
Atlantic Newspaper Syndicate	Drexel Building, Philadelphia, Pa.		Horace J. Gardner
Audio Service	326 W. Madison st., Chicago	Joseph Fischer	V. E. Storey
Bell Syndicate, Inc	154 Nassau st., New York	Douglas Silver	Henry M. Snevily
Big News Features	550 Hudson st., New York		W. L. Wardell
Bond-Barclay Syndicate	1861 E. Tioga st., Phila., Pa.		
Cambridge Associates, Inc	174 Newsbury st., Boston, Mass.	S. L. Sholley	Aaron M. Jones
Capital News Service	National Press Bldg., Washington, D. C.	Maxine Davis	M. Davis
Central Press Association	1435 E. 12th st., Cleveland, O.	Lester Eichel	V. V. McNitt
Chicago Journal of Commerce	12 E. Grand ave., Chicago	Arthur A. Judd	A. A. Judd
Chicago Tribune Newspapers Syndicate	414 Tribune Tower, Chicago, Ill.		Arthur W. Crawford
Christy Walsh Syndicate	570 7th ave., New York		J. A. Bihler
Paul V. Collins	Star Bldg., Washington, D. C.	Paul V. Collins	Paul V. Collins
Columbia Newspaper Syndicate	799 Broadway, New York	Thos. A. Webb	Thos. A. Webb
Continental Features	145 W. 45th st., New York	George Halasz	
Cosmos Newspaper Syndicate, Inc.	70 5th ave., New York	Herbert S. Houston	Myles F. Lasker
Couch Publishing Co	521 Bond Bldg., Washington, D. C.	Ralph F. Couch	Ralph F. Couch
Current News Features	Evening Star Bldg., Washington		H. R. Baukhage
Betty Deitrick Feature Service	650 S. Spirng St., San Francisco, Cal.	James Furlonge	
Doubleday, Doran & Co., Inc	Garden City, New York	Ralph H. Graves	Ralph H. Graves
Dominion News Bureau, Ltd	275 Craig st. W., Montreal, P. Q.	W. E. Hopper	W. E. Hopper
Eastern Newspaper Service	457 Stuart st., Boston, Mass.	James Dempsey	Lee Lemar
Editors' Syndicate	5 E. 57th st., New York	I. V. Van Dyck	C. L. Rogers
Famous Features Syndicate	1819 Broadway, New York	D. S. Garden	Leslie Fulenwider
Irving Fisher Syndicate	266 Everit st., New Haven, Conn.		Wilson McCarthy
Gilliams Service	32 Union Sq., East, New York	Walter F. Dantzscher	Thos. F. Gilliams
Graphic Syndicate, Inc	346 Hudson st., New York	E. H. Gauvreau	T. O. Davidson
Handy Filler Service	Russ Building, San Francisco		
Haskin Information Service	Washington, D. C.		Frederic J. Haskin
Heinl Radio News Syndicate	405 Insurance Bldg., Washington, D. C.		
Holmes Features Service	135 Garrison ave., Jersey City, N. J.	G. R. Holmes	M. E. Dollard
Houghton, Mifflin & Company Syndicate Bureau	2 Park st., Boston, Mass.	W. B. Pratt	W. B. Pratt
The Intercollegiate Press	Oberlin, Ohio		
International Feature Service, Inc.	246 W. 59th st., New York	J. V. Connolly	J. D. Gortatowsky
International Syndicate	1506-8 Guilford ave., Baltimore, Md.	Robert H. Miller	R. H. Miller
Jersey Feature Service	319 21st st., Union City, N. J.	Irving A. Brody	L. J. Hershdojer
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King Features Syndicate, Inc	241 W. 58th st., New York	J. V. Connolly	J. D. Gortatowsky
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McClure Newspaper Syndicate	373 4th ave., New York	Harold Matson	Irwin Barbour
McCoy Health Service	Builders Exchange Bldg., Los Angeles, Cal.	Dr. Frank McCoy	E. Levy
McNaught Syndicate	1475 Broadway, N. Y.	C. B. Driscoll	V. V. McNitt
Metropolitan Newspaper Service	150 Nassau st., New York	Maximilian Elser, Jr.; Earl J. Hadley	Maximilian Elser, Jr.
National Feature Service	3727 N. 17th st., Philadelphia	S. A. Silberman	Milton R. Jacobs
National News Service	3727 N. 17th st., Philadelphia	S. A. Silberman	M. R. Jacobs
National Newspaper Service	326 W. Madison st., Chicago		John Dille
N. E. A. Service, Inc	1200 W. 3rd st., Cleveland, O.	H. W. Walker	F. S. Ferguson, James W. Dean
Newspaper Information Service, Inc.	1322 New York ave., N. W., Washington, D. C.	F. M. Kerby	S. T. Hughes
Newspaper Feature Service, Inc.	241 W. 58th st., New York	J. V. Connolly	J. D. Gortatowsky
New Syndicate, International Information Agency	27 Pine st., New York	Francis R. Grant	Francis R. Grant
New York Herald Tribune Syndicate	225 W. 40th st., New York		Harry Staton
New York World Syndicate	63 Park Row, New York		F. B. Knapp
Post Syndicate	75 West st., New York		J. E. Watkins
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Popular News Service	500 5th ave., New York	Samuel Kaufman	Samuel Kaufman
Publishers' Financial Bureau	Babson Park, Mass.	C. F. Hayes, Jr.	E. O. Hood
Publishers' Syndicate	30 North LaSalle st., Chicago	Eugene P. Conley	Eugene P. Conley
Recipe Service Company	1861 E. Tioga st., Philadelphia, Pa.		
Register and Tribune Syndicate	Des Moines, Iowa	Henry F. Martin, Jr.	H. P. Martin, Jr.
Republic Syndicate	15 E. 26th st., New York		E. S. McClure, Jr.
Science Service, Inc	21st & B sts., Washington, D. C.	Edwin E. Slosson	Watson Davis
Service for Authors, Inc	551 5th ave., New York	Leo Margulies	Hamilton Thompson
Standard Editorial Service	1101 Penn. ave., N. W., Washington, D. C.	W. J. Voss	A. M. Johnston
Star Newspaper Service	18 King st., Toronto	Kenneth McMillen	Kenneth McMillen
Superior Feature Service	288 Graham ave., Paterson, N. J.	Doris E. Drawbridge	Ralph W. Maxwell
Thompson Feature Service	128 W. 31st st., New York		A. L. Fowle
Ullman Features Service	Star Bldg., Washington, D. C.	Herbert S. Hollander	W. E. Schaaff
U. P. C. News Service	243 W. 39th st., New York		Frank P. Ball
United Feature Syndicate, Inc.	World Bldg., New York	Howard D. Wheeler	T. W. Gerber
Washington News Service	884 National Press Bldg., Washington, D. C.		Carl H. Butman
Western Newspaper Union	Chicago	Wright A. Patterson	H. H. Fish
Woman's National News Bureau	1523 L st., N. W., Washington, D. C.		Dorothy Shumate
World Color Printing Co	701 Lucas ave., St. Louis, Mo.	Sherman Ramey	R. S. Grable, Roswell Messina
Woman's Page Copy	Plymouth, Indiana	Mrs. F. R. Boys	Mrs. Florence R. Boys
World Wide News Service, Inc.	101 Milk st., Boston	J. J. Bosdan	Anna M. Weiss

TRADE PRESS PICTURE SYNDICATES AND NEWS SERVICES

Name	Address	Editor	Manager
American Trade Press	331 4th ave., New York City	David Resnick	Louis Resnick
Independent News Service	P. O. Box 247, Long Beach, Cal.	Harold J. Ashe	
King Editors' Features	1170 Broadway, New York; 99 Oxford st., Glen Ridge, N. J.	A. Rowden King	A. R. King
Universal Trade Press Syndicate	522 5th ave., New York	Royal H. Roussel	Myron S. Blumenthal

EDITORIAL RESEARCH

Name	Address	Editor	Manager
Editorial Research Reports	839 17th st., Washington, D. C.	Richard M. Boeckel, Cleveland Perkins	Burt P. Garnett

EDITORIAL SERVICE

Name	Address	Editor	Manager
Junior Newspapers	409 Edgecombe ave., New York	Mort. L. Anspacher	Mort. L. Anspacher

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Associated Press Picture Service	383 Madison ave., New York		Norris A. Huse
Bain News Service	255 Canal st., New York	J. Walter Smith	George G. Bain
Foto Topics, Inc	265 W. 54th st., New York	Alexander Starlight	P. Trenchard Jones
Fotograms News Photo Service	129 E. 27th st., New York		Alexander Starlight
Ewing Galloway	15 E. 40th st., New York		Ewing Galloway
Harris & Ewing	Washington, D. C.		
Holmes News Photo Service	135 Garrison ave., Jersey City, N. J.	G. R. Holmes	M. E. Dollard
International Illustrated News Service	210 South st., New York	A. G. Jackson	J. D. Gortatowsky
Keystone View Co	91 7th ave., New York		H. W. Sidricks
Henry Miller News Pictures Services, Inc.	519 13th st., N. W., Washington, D. C.		
Pacific & Atlantic Photos, Inc	25 Park Pl., New York	Arthur A. Sorenson	H. B. Baker
Price Studios	Salmon Tower Bldg., New York; 11 W. 42nd st.		Jack Price
World Wide Photos	New York Times, 229 W. 43rd st., New York		Jules Dumas
Underwood & Underwood News & Feature Service	242 W. 55th st., New York		G. J. Kadel

NEWS SERVICES

Name	Address	Editor	Manager
Akron Newspaper Service	122 Akron st., Rochester, N. Y.		
Army-Navy News Service	National Press Club, Washington, D. C.		S. F. Tillman
Associated Press	383 Madison ave., New York		Kent Cooper
Canadian Press	272 Bay st., Toronto*; 383 Madison ave., New York; Reuters Bldg., London, Eng.		J. F. B. Livesay
Chicago Tribune Service	Tribune Tower, Chicago		A. W. Crawford
Consolidated Press Association	Evening Star Bldg., Washington, D. C.	Horace Epes	H. R. Baukhage
Evening Post News Bureau	75 West st., N. Y.		H. V. Clayton
International News Service	63 Park Row, New York	Marc A. Rose	Frank E. Mason
Jewish Telegraphic Agency	621 Broadway, New York	Wm. Z. Spiegelman	Jacob Landau
Kent Fress Service	1109 First National Life Building, St. Louis, Mo.		C. C. Benedict
New York Allied Press Bureau	Times Bldg., New York	Wm. R. Auman	Francis S. Beane
New York World News Service	1109 Pulitzer Bldg., New York	R. E. Moyer	R. E. Moyer
United Press Associations	New York	K. A. Bickel	
Universal Service	63 Park Row, New York	James T. Williams, Jr.	Chester R. Hope
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PAY OF MECHANICAL FORCES AS OF JAN. 1, 1928, IN PRINCIPAL CITIES OF THE U. S.

TYPOGRAPHICAL WAGES

Day and Night

In thirty-six principal cities — Arranged according to population

	DAY WORK			NIGHT WORK			
	Hrs. per Week	Wage per Hour	Wage per Week	Hrs. per Week	Wage per Hour	Wage per Week	
New York	45	1.422	64.00	45	1.489	67.00	3rd shift, $69.—42 Hrs.
Chicago	45	1.377	62.00	45	1.489	67.00	
Philadelphia	48	1.02	49.00	48	1.083	52.00	
Detroit	45	1.25	56.25	45	1.333	60.00	
Cleveland	45	1.166	52.50	45	1.282	57.70	
St. Louis	46	1.14	52.50	45	1.277	57.50	
Boston	44	1.25	55.00	44	1.29	56.76	
Baltimore	44	1.102	48.50	44	1.17	51.50	
Pittsburgh	45	1.266	57.00	45	1.333	60.00	
Los Angeles	45	1.14	51.30	45	1.206	54.30	
Buffalo	48	1.02	49.00	48	1.083	52.00	
San Francisco	45	1.156	52.00	45	1.222	55.00	
Milwaukee	48	1.062	51.00	48	1.166	56.00	
Washington	42	1.286	54.00	42	1.43	60.00	
Cincinnati	45	1.183	53.25	45	1.268	57.05	
Newark	46	1.326	61.00	46	1.392	64.00	
Minneapolis	48	.98	47.00	48	1.042	50.00	
Kansas City	48	1.042	50.00	48	1.104	53.00	
Seattle	42	1.232	51.75	42	1.303	54.75	
Indianapolis	48	1.062	51.00	48	1.156	55.50	
Portland, Ore.	45	1.066	48.00	45	1.133	51.00	
Denver	45	1.066	48.00	45	1.144	51.50	
Providence	48	1.083	52.00	45	1.222	55.00	
Columbus, O.	48	1.104	53.00	48	1.186	57.00	
Louisville	48	.937	45.00	48	1.00	48.00	
St. Paul	48	1.01¼	48.60	48	1.08	51.84	
Akron, O.	48	1.04	50.00	48	1.104	53.00	
Atlanta	48	1.00	48.00	48	1.062	51.00	
Omaha	48	.97	46.50	48	1.03	49.50	
Birmingham	48	.95	45.60	48	1.00	48.00	
Richmond, Va.	48	.948	45.50	48	1.01	48.50	
Memphis, Tenn.	45	1.00	45.00	45	1.066	48.00	
Dallas, Tex.	48	1.062	51.00	48	1.105	53.00	
Salt Lake City	45	1.066	48.00	45	1.133	51.00	
Little Rock	48	.875	42.00	48	.937	45.00	
Jacksonville	48	.896	43.00	48	.937	45.00	
Average	46.20		50.68	46.13		54.02	
		1.093			1.172		

STEREOTYPERS' WAGES

Day and Night

In thirty-six principal cities — Arranged according to population

	DAY WORK			NIGHT WORK			
	Hrs. per Week	Wage per Hour	Wage per Week	Hrs. per Week	Wage per Hour	Wage per Week	
New York	48	1.042	50.00	36	1.39	50.00	Sat. $1. extra—8 hours.
Chicago	48	1.02	48.96	45	1.14	51.30	
Philadelphia	48	.875	42.00	48	.917	44.00	
Detroit	48	1.075	56.00	42	1.23	51.60	Sat. 8 Hrs. $9.64
Cleveland	48	1.00	48.00	45	1.111	50.00	
St. Louis	48	1.073	51.50	42	1.226	51.50	
Boston	42	1.19	50.10	36	1.39	50.10	
Baltimore	48	.905	43.50	42	1.033	43.50	
Pittsburgh	45	1.077	48.50	45	1.144	51.50	
Los Angeles	45	1.00	45.00	45	1.02	46.00	
Buffalo	48	.97	46.56	48	1.035	49.68	
San Francisco	45	1.044	47.00	45	1.044	47.00	
Milwaukee	48	.947	45.50	48	1.01	48.50	
Washington	48	1.00	48.00	42	1.413	51.00	Sat. 8 Hours.
Cincinnati	48	.98	47.00	45	1.04	47.00	
Newark	46	1.13	52.00	34	1.53	52.00	Sat. 7 Hrs.—$9.67
New Orleans	48	.812	39.00	45	.933	42.00	
Minneapolis	42	1.08	45.36	42	1.08	45.36	
Kansas City	48	1.00	48.00	48	1.042	50.00	
Seattle	44	1.16	51.00	44	1.23	54.00	
Indianapolis	48	1.01	48.50	48	1.105	53.00	
Portland, Ore.	48	.937	45.00	45	1.00	45.00	
Denver	48	.958	46.00	45	1.077	48.50	
Providence	42	1.166	49.00	42	1.166	49.00	
Columbus, O.	48	1.02	49.00	48	1.062	51.00	
Louisville	48	.885	42.50	48	.948	45.50	
St. Paul	48	.875	42.00	48	.875	42.00	
Akron, Ohio	48	1.02	49.00	48	1.02	49.00	
Atlanta	48	.94	45.25	48	.975	46.87	
Omaha	48	.97	46.50	48	1.03	49.50	
Birmingham	48	.875	42.00	48	.937	45.00	
Memphis	45	1.00	45.00	42	1.07	45.00	
Dallas, Tex.	48	1.00	48.00	48	1.03	49.50	
Salt Lake City	48	.875	42.00	48	.937	45.00	
Little Rock	48	.812	39.00	48	.875	42.00	
Toledo, Ohio	48	.958	46.00	48	1.00	48.00	
Average	46.57		46.37	44.57		47.97	
		.989			1.081		

Boston—Overtime rate $1.48 per hour, approx. price and one-quarter.

PHOTO-ENGRAVERS' WAGES

Day and Night

In twenty-three cities — Arranged according to population

	DAY WORK			NIGHT WORK		
	Hrs. per Week	Wage per Hour	Wage per Week	Hrs. per Week	Wage per Hour	Wage per Week
New York	44	1.50	66.00	40	1.85	74.00
Chicago	44	1.307	57.50	42	1.50	63.00
Philadelphia	44	1.295	57.00	44	1.365	60.44
Cleveland	41	1.268	52.00	41	1.39	57.00
St. Louis	44	1.23	54.00	42	1.405	59.00
Boston	44	1.284	56.50	44	1.352	59.50
Baltimore	44	1.318	58.00	40	1.575	63.00
Pittsburgh	44	1,295	57.00	40	1.50	60.00
Buffalo	48	1.00	48.00			
San Francisco	45	1.155	52.00	45	1.222	55.00
Milwaukee	44	1.307	57.50	40	1.562	62.50
Washington	44	1,363	60.00	40	1.625	65.00
Newark	45	1.29	58.00	37	1.70	63.00
Cincinnati	48	1.125	54.00	48	1.187	57.00
Kansas City	44	1,295	57.00	44	1.34	59.00
Seattle	42	1.215	51.00	42	1.32	55.50
Portland, Ore.	44	1.17	51.50	44	1.238	54.50
Indianapolis	44	1.25	55.00	44	1.365	60.00
Providence	43½	1.287	56.00	43½	1.38	60.00
Columbus, Ohio	44	1.386	61.00	44	1.432	63.00
Salt Lake City	44	1.091	48.00	42	1.262	53.00
Dayton, Ohio	44	1.295	57.00	44	1.41	62.00
Topeka, Kans.	44	1.25	55.00	42	1.31	55.00
Average	44.12		55.45	42.22		59.98
		1.254			1.42	

PRESSMEN'S WAGES

Day and Night

In thirty-six principal cities — Arranged according to population

PRESSMEN-IN-CHARGE

	DAY WORK			NIGHT WORK		
	Hrs. per Week	Wage per Hour	Wage per Week	Hrs. per Week	Wage per Hour	Wage per Week
New York	45	1.433	64.50	41	1.646	67.50
Chicago	48	1.187	57.00	44	1.341	59.00
Philadelphia	48	1.00	48.00	48	1.00	48.00
Cleveland	48	1.135	54.50	42	1,297	54.50
Detroit	48	1,187	57.00	44	1.295	57.00
St. Louis	48	1.09	52.50	42	1.25	52.50
Boston	42	1.12	47.10	36	1.31	47.10
Baltimore	48	1.03	49.50	42	1.18	49.50
Pittsburgh	45	1.11	50.00	45	1.11	50.00
Los Angeles	45	1.135	51.00	42	1.214	51.00
Buffalo	48	1.062	51.00	48	1.095	52.50
San Francisco	45	1.12	50.52	45	1.12	50.52
Milwaukee	48	1.02	49.00	48	1.042	52.00
Washington	48	1.125	54.00	48	1.187	57.00
Newark, N. J.	45	1.344	60.50	41	1.544	63.50
Cincinnati	48	1.03	49.50	48	1.05	50.50
New Orleans	48	.845	40.50	48	.845	40.50
Minneapolis	42	1.14	48.00	42	1.14	48.00
Kansas City	48	.98	47.00	48	1.02	49.00
Seattle	45	1.20	54.00	42	1.28	54.00
Indianapolis	48	1.073	51.50	48	1.125	54.00
Portland, Ore.	48	1.033	49.50	45	1.133	51.00
Denver	48	1.00	48.00	42	1.13	48.00
Toledo, O.	48	1.062	51.00	48	1.062	51.00
Providence	45	1.09	49.02	39	1.257	49.02
Columbus, O.	48	1.073	51.50	48	1.114	53.50
Louisville	48	1.00	48.00	42	1.14	48.00
*St. Paul	48	1.00	48.00	42	1.14	48.00
Akron, Ohio						
Atlanta	48	.97	46.50	48	.97	46.50
Omaha	48	.92	44.00	45	.97	44.00
Birmingham	48	.97	46.50	42	1.107	46.50
Memphis	48	1.03	49.50	45	1.10	49.50
Dallas, Tex.						
Salt Lake City	48	1.00	48.00	48	1.00	48.00
Little Rock						
Average	47.00		50.50	44.25		51.23
		1.076			1.158	

JOURNEYMEN PRESSMEN

Day and Night

In thirty-six principal cities — Arranged according to population

	DAY WORK			NIGHT WORK		
	Hrs. per Week	Wage per Hour	Wage per Week	Hrs. per Week	Wage per Hour	Wage per Week
New York	45	1.233	55.50	41	1.427	58.50
Chicago	48	1.03	49.50	44	1.17	51.50
Philadelphia	48	.875	42.00	48	.875	42.00
Cleveland	48	1.01	48.50	42	1.155	48.50
Detroit	48	1.062	51.00	44	1.16	51.00
St. Louis	48	.99	47.50	42	1.13	47.50
Boston	42	.98	41.10	36	1.14	41.10
Baltimore	48	.906	43.50	42	1.035	43.50
Pittsburgh	45	1.044	47.00	45	1.044	47.00
Los Angeles	45	1.065	48.00	42	1.14	48.00
Buffalo	48	.987	45.00	48	.968	46.50
San Francisco	45	1.06	47.52	45	1.06	47.52
Milwaukee	48	.937	45.00	48	1.00	48.00
Washington	48	1.00	48.00	48	1.062	51.00
Newark, N. J.	45	1.144	51.50	41	1.33	54.50
Cincinnati	48	.957	46.00	48	.98	47.00
New Orleans	48	.78	37.50	48	.78	37.50
Minneapolis	42	1.08	45.36	42	1.08	45.36
Kansas City	48	.92	44.00	48	.957	46.00
Seattle	45	1.13	51.00	42	1.21	51.00
Indianapolis	48	1.00	48.00	48	1.054	50.50
Portland, Ore.	48	.94	45.00	45	1.033	46.50
Denver	48	.906	43.50	42	[illegible]	[illegible]
Toledo, O.	48	.937	45.00	48	.937	45.00
Providence	45	1.022	46.02	39	1.18	46.02
Columbus, O.	48	.98	47.00	48	1.02	49.00
Louisville	48	.937	45.00	42	1.07	45.00
St. Paul	48	.875	42.00	42	1.00	42.00
Akron, Ohio	48	.937	45.00	42	1.07	45.00
Atlanta	48	.91	43.50	48	.91	43.50
Omaha	48	.85	41.00	45	.91	41.00
Birmingham	48	.875	42.00	42	1.00	42.00
Memphis	48	.875	42.00	45	1.00	45.00
Dallas, Tex.	48	.937	45.00	48	.97	46.50
Salt Lake City	48	.81	39.00	48	.875	42.00
Little Rock	48	.81	39.00	48	.875	42.00
Average	47.05		45.35	44.33		46 32
		.966			1.045	

MAILERS' WAGES

Day and Night

In twenty-seven cities — Arranged according to population

	DAY WORK			NIGHT WORK		
	Hrs. per Week	Wage per Hour	Wage per Week	Hrs. per Week	Wage per Hour	Wage per Week
New York, Stampers	48	1.00	48.00	44	1.136	50.00
New York, Mailers	48	.937	45.00	44	1.068	47.00
Chicago	48	.875	42.00	48	.937	45.00
Philadelphia	48	.812	39.00	42	.928	39.00
Cleveland	48	.833	40.00	42	.952	40.00
St. Louis	48	.884	42.42	42	1.01	42.42
Boston	42	.90	37.80	39	.97	37.80
Pittsburgh, Stampers	48	.75	36.00	48	.75	36.00
Pittsburgh, Mailers	48	.666	32.00	48	.708	34.00
Los Angeles	45	.888	40.00	45	.922	41.50
San Francisco	45	.90	40.50	45	.90	40.50
Milwaukee	48	.812	39.00	48	.875	42.00
Cincinnati	48	.812	39.00	48	.843	40.50
Newark, N. J.	46	.858	39.50	36	1.097	39.50
Kansas City	48	.76	36.50	48	.78	37.50
Seattle	45	.93	42.00	42	1.00	42.00
Indianapolis	48	.81	39.00	48	.875	42.00
Portland, Ore.	48	.875	42.00	45	.933	42.00
Denver	48	.19	38.00	45	.866	39.00
Memphis	48	.87	41.70	45	.926	41.70
Salt Lake City	48	.78	37.50	48	.812	39.00
Toledo	48	.792	38.00	48	.792	38.00
Albany, N. Y.	48	.687	33.00	48	.75	36.00
Des Moines	48	.75	36.00	48	.79	38.00
Topeka	48	.77	37.00	48	.833	40.00
Oklahoma City	48	.79	38.00	48	.822	39.50
Tacoma	42	.893	37.50	42	.893	37.50
Butte	45	.80	36.00	45	.933	42.00
Terre Haute, Ind.	48	.843	40.50	48	.875	42.00
Average	47.12		39.25	45.27		40.40
		.843			.944	

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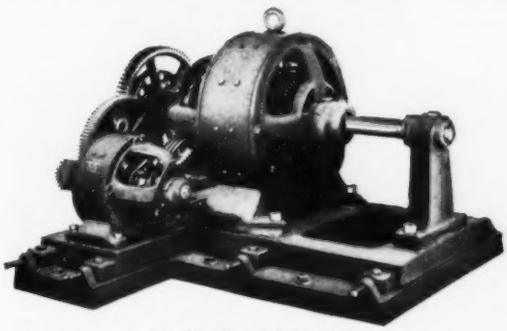
Sydney, Aust., Sun	Detroit Free Press	Pasadena Star News
Buffalo News	Dayton News	Rochester Times-Union
Omaha World Herald	Salt Lake Tribune	Chicago Daily News
Columbus Dispatch	Chicago Evening Post	Toledo Blade
Kansas City Star	Des Moines Register Tribune	Canton Repository

Cline engineers will be glad to co-operate with yours



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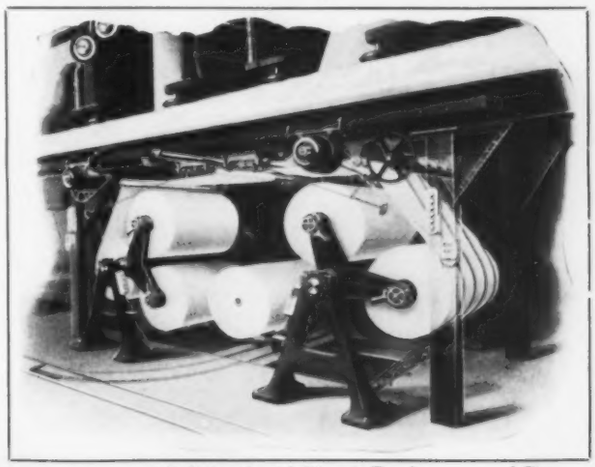
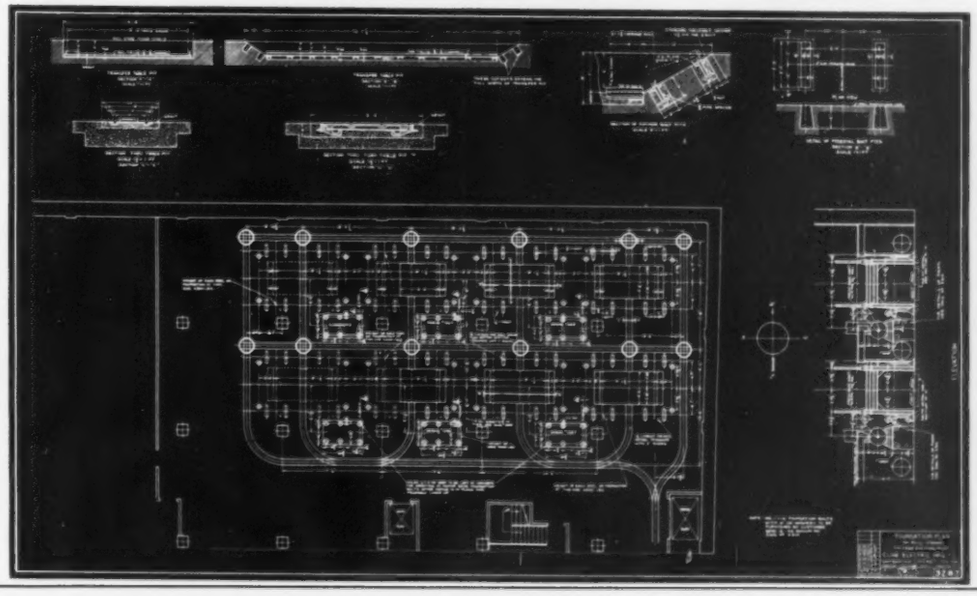
Electric tension provides for automatically maintaining a pre-set value which can be modified by the pressman from press control stations. No sheet breaks or overruns. Pasters made perfectly at increased speeds.



Roll Stands with Electric Tension

Necessary working drawings, including foundation prints and wiring diagrams will be furnished for each installation.



Plan View Reel-Room Chicago Evening Post Plant

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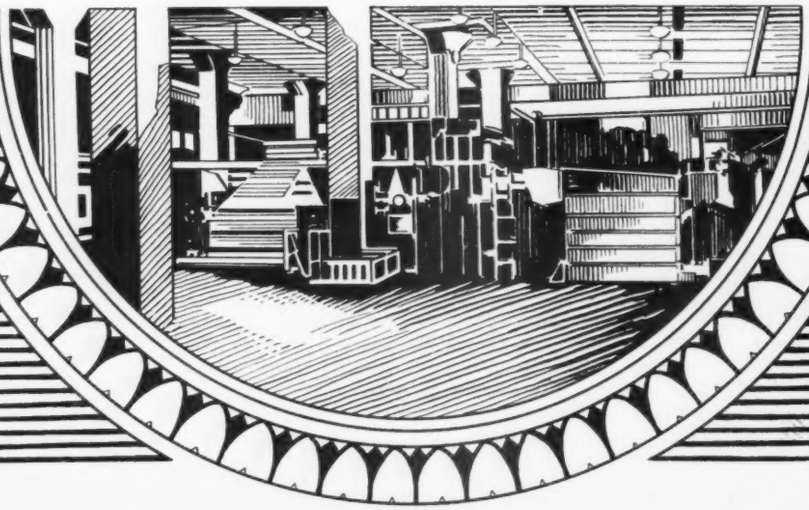


CITY, COUNTRY, SUBURBAN, BULK AND NET PAID AS SHOWN BY A. B. C. REPORTS

ALMOST half of the total number of daily newspapers published in the United States, with 90 per cent of the total daily circulation, and 60 per cent of the total number of Sunday newspapers with the same ratio of the total Sunday circulation, are now members of the Audit Bureau of Circulations. Four-fifths of the daily newspapers published in Canada and all of the Sunday newspapers, with practically all of the newspaper circulation in the Dominion, submit their figures to audit by this organization.

These are the most apparent conclusions to be derived from the summaries of analyzed circulation as taken from the reports submitted by newspaper publishers to the Audit Bureau for the six months ending Sept. 30, 1927. The Bureau has gained membership over its total of a year ago, in the face of an unprecedented number of consolidations and resultant suspension of newspapers during 1927.

Morning newspapers printed in English in the United States number 260 members of the Bureau, against 264 a year ago; evening newspapers printed in English number 624 members of the Bureau, against 602 a year ago, the total daily newspaper membership being 884, against 866 in 1926. Sunday newspaper members increased from 321 to 324, although the total number of Sunday newspapers in the country decreased from 545 to 526 during the year.

Summaries are presented in the boxes below and on the next page of the total circulation—city, suburban, country, bulk, and total net paid—of all English language dailies and Sunday papers in the United States; for all foreign language dailies and Sunday papers in the United States which are members of the Bureau, and for all Canadian newspaper members. On the next pages, these figures are summarized by States and Provinces, and on the pages which follow, the statistics are presented for individual newspapers. The boxed summaries present the conclusions for 1927, 1926 and 1925, all comparisons being made on the basis of returns for the six months ending Sept. 30.

Evening newspaper circulation for English language dailies in the United States is the largest element in the bureau's newspaper work. This total is now 20,593,106 copies, net paid, per issue. This is a gain of 2,223,301 copies over the figures shown for the same period last year, or 12.1 per cent.

Morning newspaper circulation for English-language papers of the United States now totals 12,380,086 copies, net paid, per issue. This is a gain of 5.3 per cent.

Combined circulation of morning and evening papers of the United States, printed in English, is 32,973,192 copies, a gain of 2,288,939 copies over a year ago, or 7.4 per cent.

Sunday newspaper circulation of papers printed in English in the United States, is 22,987,182 copies, a gain of 493,469 copies over that of a year ago, or 2.2 per cent.

These ratios of gain are not so great as those shown on another page for all English-language newspapers of the United States. Several reasons suggest themselves. One is that the decrease in circulation among the bureau's membership due to consolidation and elimination of a number of newspapers offsets a large portion of the normal circulation growth shown by practically all newspapers and by the accession to the bureau of new members. Only two evening newspapers, dominant in large fields, remain outside of the Bureau's ranks and very few more morning newspapers of importance decline the A. B. C. privileges. Additions to circulation audited by the Bureau must therefore come in the circulation units of the small city dailies, and the addition of their totals makes little impression upon figures already deep into the millions. A total of about 5,000,000 daily circulation and about 2,500,000 Sunday circulation is not audited by the Bureau and this circulation is largely outside the fields where consolidations have been most frequent.

In Canada, where the Government does not require a sworn semi-annual statement of circulation, as in this country, the Audit Bureau furnishes the only channel for distribution of uniform, verified reports of newspaper circulation. Its membership in the Dominion includes 22 morning newspapers and 61 evening newspapers, the latter being a gain of 3 over the statement for last year. Morning newspapers remain as a year ago and Sunday newspapers, likewise, three being listed. Of these, one is the weekly edition of the *Toronto Star*, published on Saturday and circulated for Sunday reading. The other two are in British Columbia, the only Canadian provinces having regular Sunday newspaper service.

Canadian circulations show normal gains, as the consolidation tendency seems to have spent its force in the Dominion. Morning newspaper circulations total 490,017 copies, net paid per issue, a gain of 21,592 copies, or 4.6 per cent over a year ago. Evening newspaper circulations in Canada now total 1,371,797 copies per issue, a gain of 74,123 copies, or 5.7 per cent. Sunday newspaper circulation now totals 287,961 copies per issue, a gain of 13,778 copies, or 5 per cent.

In the foreign language field in the United States, decreases of one morning, one evening and Sunday member are noted, while the circulation totals are static. Sunday circulations, totaling 686,761 copies per issue, a gain of 1,287 copies over a year ago. Morning circulations gain, the comparative totals being 343,573 for Sept. 30, 1927, against 290,015 for Sept. 30, 1926, but evening paper circulations dropped from 469,529 to 395,813, making the daily total decrease from 759,544 copies per issue to 739,386 copies.

The totals for the entire newspaper membership level out the unevenness of gains and losses in the individual classes. Total morning paper circulation is 13,213,676 copies per issue, against 13,162,387 for last year, a gain of 51,289 copies, or a trifle less than 4 per cent.

Evening paper total is 22,360,716 copies per issue, against 20,137,008 copies last year, a gain of 2,123,708 copies, or 10.5 per cent.

Combined daily circulation increased from 33,299,395 copies to 35,574,392 copies, a gain of 2,274,997 copies, or 6.8 per cent.

Sunday circulation increased from 23,453,370 copies to 24,057,851 copies, a gain of 603,481 copies, or 2.5 per cent.

Average Net Paid Circulations of All A. B. C. Newspapers as of October 1, 1927

Distribution	289 Morning	695 Evening	984 Total M. & E.	337 Sunday
City Circulation..	7,358,831	14,073,599	21,432,430	11,809,872
Suburban	2,852,064	4,133,465	6,985,529	4,710,804
Country	2,949,593	4,102,784	7,052,377	7,428,351
Bulk	53,188	50,868	104,056	40,982
Total Net Paid*..	**13,213,676**	**22,360,716**	**35,574,392**	**24,057,851**

Circulations of All U. S. English-Language A. B. C. Daily Newspapers

Distribution	260 Morning	624 Evening	884 Total M. & E.	324 Sunday
City Circulation..	6,937,741	12,922,452	19,860,193	11,212,906
Suburban	2,725,642	3,899,989	6,625,631	4,606,329
Country	2,664,542	3,723,549	6,388,091	7,127,131
Bulk	52,161	47,116	99,277	40,816
Total Net Paid*	**12,380,086**	**20,593,106**	**32,973,192**	**22,987,182**

Circulations of All Canadian A. B. C. Daily Newspapers

Distribution	22 Morning	61 Evening	83 Total M. & E.	3 Sunday
City Circulation..	197,756	881,940	1,079,696	172,490
Suburban	97,506	200,380	297,886	41,946
Country	193,825	286,294	480,119	73,359
Bulk	930	3,183	4,113	166
Total Net Paid...	**490,017**	**1,371,797**	**1,861,814**	**287,961**

Circulations of Foreign Language A. B. C. Dailies

Distribution	7 Morning	10 Evening	17 Total M. & E.	11 Sunday
City Circulation..	223,334	269,207	492,541	424,476
Suburban	28,916	33,096	62,012	62,529
Country	91,226	92,941	184,167	199,756
Bulk	97	569	666	.....
Total Net Paid...	**343,573**	**395,813**	**739,386**	**686,761**

*The Total Net Paid for "All A. B. C. Newspapers" and for "All U. S. English-Language A. B. C. Daily Newspapers" includes the circulations of the *Boston Christian Science Monitor* and the *Dubuque* (Ia.) *Daily American Tribune*. These publications, which are distributed nationally, do not segregate their circulation figures according to the regular newspaper classifications. The "Total Net Paid" in these sections is therefore not the arithmetical sum of the items which appear above it.

Average Net Paid Circulations of All A. B. C. Newspapers as of October 1, 1926

Distribution	294 Morning	671 Evening	965 Total M. & E.	336 Sunday
City Circulation..	7,297,678	13,608,814	20,906,492	11,557,356
Suburban	2,814,837	3,783,326	6,598,163	4,407,597
Country	2,983,379	2,641,629	5,625,008	7,455,420
Bulk	49,479	50,707	100,186	32,997
Total Net Paid*..	**13,162,387**	**20,137,008**	**33,299,395**	**23,453,370**

Circulations of All U. S. English-Language A. B. C. Dailies

Distribution	264 Morning	602 Evening	866 Total M. & E.	321 Sunday
City Circulation..	6,877,070	12,468,362	19,345,441	10,976,287
Suburban	2,699,382	3,552,394	6,251,776	4,305,311
Country	2,674,998	2,249,322	4,924,320	7,179,352
Bulk	45,975	47,195	93,170	32,763
Total Net Paid*..	**12,314,448**	**18,369,805**	**30,684,253**	**22,493,713**

Circulations of Canadian A. B. C. Dailies

Distribution	22 Morning	58 Evening	80 Total M. & E.	3 Sunday
City Circulation..	186,441	844,951	1,031,392	165,909
Suburban	91,553	186,366	277,019	39,744
Country	186,649	262,961	449,610	68,296
Bulk	3,382	3,396	6,778	234
Total Net Paid..	**468,425**	**1,297,674**	**1,766,099**	**274,183**

Circulations of Foreign Language A. B. C. Dailies

Distribution	8 Morning	11 Evening	19 Total M. & E	12 Sunday
City Circulation..	188,594	295,501	484,095	415,160
Suburban	23,336	44,566	67,902	62,542
Country	77,979	129,346	207,325	207,772
Bulk	106	116	222	.....
Total Net Paid..	**290,015**	**469,529**	**759,544**	**685,474**

*The Total Net Paid for "All A. B. C. Newspapers" and for "All U. S. English-Language A. B. C. Daily Newspapers" includes the circulations of the *Boston Christian Science Monitor, New York Commercial*, and the *Dubuque* (Ia.) *Daily American Tribune*. These publications, which are distributed nationally, do not segregate their circulation figures according to the regular newspaper classifications. The "Total Net Paid" is therefore not the arithmetical sum of the items which appear above it.

Average Net Paid Circulations of All A. B. C. Newspapers as of October 1, 1925

Distribution	285 Morning	685 Evening	970 Total M. & E.	343 Sunday
City Circulation..	6,775,759	13,147,144	20,222,903	10,893,652
Suburban	2,487,345	3,713,106	6,200,451	4,013,939
Country	2,948,144	2,737,393	5,685,537	7,091,168
Bulk	32,634	51,913	84,547	31,296
Total Net Paid*.	**12,243,882**	**19,949,556**	**32,193,438**	**22,030,055**

Circulations of All U. S. English-Language A. B. C. Dailies

Distribution	255 Morning	615 Evening	870 Total M. & E.	327 Sunday
City Circulation..	6,455,687	12,105,429	18,561,116	10,306,673
Suburban	2,380,261	3,375,668	5,755,929	3,907,407
Country	2,646,663	2,217,605	4,864,268	6,815,197
Bulk	30,349	50,271	80,620	31,042
Total Net Paid*..	**11,512,960**	**17,748,973**	**29,261,933**	**21,060,319**

Circulations of Canadian A. B. C. Dailies

Distribution	21 Morning	58 Evening	79 Total M. & E.	4 Sunday
City Circulation..	172,639	916,083	1,088,722	180,575
Suburban	71,218	292,804	364,022	43,035
Country	186,968	346,735	533,703	75,039
Bulk	1,464	1,273	2,737	43
Total Net Paid*..	**432,289**	**1,556,895**	**1,989,184**	**298,692**

Circulations of Foreign Language A. B. C. Dailies

Distribution	9 Morning	12 Evening	21 Total M. & E.	12 Sunday
City Circulation..	147,433	916,083	573,065	406,404
Suburban	35,866	44,634	80,500	63,497
Country	114,513	173,053	287,566	200,932
Bulk	821	369	1,190	211
Total Net Paid..	**298,633**	**643,688**	**942,321**	**671,044**

*The Total Net Paid for "All A. B. C. Newspapers" and for "All U. S. English-Language Daily Newspapers" includes the circulations of the *Boston Christian Science Monitor, New York Commercial, New York Daily News Record, New York Women's Wear,* and the *Dubuque* (Ia.) *Daily American Tribune.* These publications, which are distributed nationally, do not segregate their figures according to the regular newspaper classifications. The "Total Net Paid" is therefore not the arithmetical sum of the items which appear above it.

TOTALS OF ALL U. S. ENGLISH LANGUAGE DAILIES IN A. B. C.

State	Number of Papers	Total City	Total Suburban	Total Local City and Suburban	Total Country	Total Net Paid	Bulk Sale	Net Paid Inc. Bulk
Alabama—								
Morning	3	38,334	20,998	59,332	22,744	82,076	16	82,092
Evening	6	113,435	45,134	158,569	33,873	192,442	124	192,566
Total	9	151,769	66,132	217,901	56,617	274,518	140	274,658
Sunday	4	91,733	41,675	133,408	54,494	187,902	48	187,950
Arizona—								
Morning	2	15,883	11,632	26,715	3,250	29,965	227	30,192
Evening	2	10,880	5,728	16,608	2,030	18,638	166	18,804
Total	4	25,963	17,360	43,323	5,280	48,603	393	48,996
Sunday	3	19,260	13,577	32,837	4,499	37,336	319	37,655
Arkansas—								
Morning	3	19,275	5,146	24,421	34,876	59,297	441	59,738
Evening	2	17,747	4,583	22,100	16,652	38,752	8	38,760
Total	5	37,022	9,729	46,521	51,528	98,049	449	98,498
Sunday	4	39,767	10,335	50,102	62,050	112,152	279	112,431
California—								
Morning	19	371,685	221,886	593,571	146,622	740,193	4,309	744,502
Evening	41	806,709	213,480	1,020,189	101,261	1,121,450	3,712	1,125,162
Total	60	1,178,394	435,366	1,613,760	247,883	1,861,643	8,021	1,869,664
Sunday	21	732,491	353,328	1,085,819	345,001	1,430,820	2,458	1,433,278
Colorado—								
Morning	4	36,476	6,996	43,472	12,966	56,438	885	57,323
Evening	6	125,509	16,886	142,395	90,142	232,537	296	232,833
Total	10	161,985	23,882	185,867	103,108	288,975	1,181	290,156
Sunday	6	155,994	28,778	184,772	205,270	389,942	715	390,657
Connecticut—								
Morning	5	56,570	26,141	82,711	10,482	93,193	92	93,285
Evening	14	163,238	44,532	207,770	9,619	217,389	738	218,127
Total	19	219,808	70,673	290,481	20,101	310,582	830	311,412
Sunday	4	63,313	35,677	98,990	40,904	139,894	81	139,975
Delaware—								
Morning	1	7,100	1,143	8,243	949	9,192	4	9,196
Evening	2	24,678	9,819	34,497	5,439	39,936	29	39,965
Total	3	31,778	10,962	42,740	6,388	49,128	33	49,161
Sunday	1	10,671	1,759	12,430	402	12,832	14	12,846
District of Columbia—								
Morning	3	106,506	7,810	114,316	12,306	148,273	148	148,421
Evening	3	193,694	26,842	220,536	9,523	230,059	448	230,507
Total	6	300,200	34,652	334,852	21,829	378,332	596	378,928
Sunday	3	195,655	37,436	233,091	99,594	332,685	538	333,223
Florida—								
Morning	8	97,949	35,277	133,226	26,028	159,254	857	160,111
Evening	10	97,012	22,295	119,307	9,333	128,640	456	129,096
Total	18	194,961	57,572	252,533	35,361	287,894	1,313	289,207
Sunday	12	146,504	54,330	200,834	39,327	240,161	1,401	241,562
Georgia—								
Morning	5	74,608	42,914	117,522	30,570	148,092	682	148,774
Evening	9	124,095	56,566	180,661	35,690	216,351	90	216,441
Total	14	198,703	99,480	298,183	66,260	364,443	772	365,215
Sunday	12	182,244	98,755	280,999	222,055	503,054	537	503,591
Hawaii—								
Morning	1	.....	.....	.....	.....	.....	....	.....
Evening	1	12,947	3,990	16,937	169	17,106	43	17,149
Total	2	12,947	3,990	16,937	169	17,106	43	17,149
Sunday	1	.....	.....	.....	.....	.....	....	.....
Idaho—								
Morning	2	5,924	8,418	14,342	4,040	18,382	194	18,576
Evening	0	.....	.....	.....	.....	.....	....	.....
Total	2	5,924	8,418	14,342	4,040	18,382	194	18,576
Sunday	2	6,383	8,175	14,558	4,458	19,016	208	19,224
Illinois—								
Morning	9	800,236	222,364	1,022,600	294,287	1,316,887	2,806	1,319,693
Evening	47	1,125,957	267,936	1,393,893	113,140	1,507,033	2,056	1,509,089
Total	56	1,926,193	490,300	2,416,493	407,427	2,823,920	4,862	2,828,782
Sunday	15	1,072,526	339,476	1,412,002	1,065,966	2,477,968	1,480	2,479,448
Indiana—								
Morning	15	126,187	134,820	261,007	45,723	306,730	722	307,452
Evening	28	332,125	129,697	461,822	44,916	506,738	661	507,399
Total	43	458,312	264,517	722,829	90,639	813,468	1,383	814,851
Sunday	15	217,879	130,792	348,671	48,567	397,238	532	397,770
Iowa—								
Morning	5	38,310	73,709	112,019	54,130	166,149	409	166,558
Evening	23	186,804	210,913	397,717	57,933	455,650	526	456,176
Total	28	225,114	284,622	509,736	112,063	621,799	935	622,734
Sunday	8	105,485	137,725	243,210	90,419	333,629	370	333,999
Kansas—								
Morning	4	39,749	43,227	82,976	32,190	115,166	436	115,602
Evening	14	98,670	48,508	147,178	27,329	174,507	219	174,726
Total	18	138,419	91,735	230,154	59,519	289,673	655	290,328
Sunday	7	85,456	69,227	154,683	51,150	205,833	495	206,328
Kentucky—								
Morning	6	58,000	36,223	94,223	34,510	128,733	467	129,200
Evening	7	121,726	37,371	159,097	26,940	186,037	802	186,839
Total	13	179,726	73,594	253,320	61,450	314,770	1,269	316,039
Sunday	9	140,006	57,894	197,900	70,970	268,870	896	269,766
Louisiana—								
Morning	3	103,604	5,824	109,428	56,726	166,154	253	166,407
Evening	5	116,413	7,505	123,918	29,598	153,516	331	153,847
Total	8	220,017	13,329	233,346	86,324	319,670	584	320,254
Sunday	4	193,463	7,853	201,316	147,896	349,212	518	349,730
Maine—								
Morning	3	21,437	26,697	48,134	17,310	65,444	252	65,696
Evening	2	23,076	11,046	34,122	4,316	38,438	56	38,494
Total	5	44,513	37,743	82,256	21,626	103,882	308	104,190
Sunday	1	14,783	10,779	25,562	13,256	38,818	49	38,867
Maryland—								
Morning	4	145,461	21,081	166,542	35,865	202,407	532	202,939
Evening	5	333,530	24,428	357,958	26,837	384,795	726	385,521
Total	9	478,991	45,509	524,500	62,702	587,202	1,258	588,460
Sunday	4	280,134	37,788	317,922	73,214	391,136	266	391,402
Massachusetts—								
Morning	9	481,665	157,804	639,469	305,468	944,937	6,093	951,030
Evening	27	746,111	194,414	940,525	111,052	1,051,577	15,708	1,067,285
Total	36	1,227,776	352,218	1,579,994	416,520	1,996,514	21,801	2,018,315
Sunday	8	616,936	276,645	893,581	583,624	1,477,105	1,524	1,478,629
Michigan—								
Morning	3	172,883	37,562	210,445	59,265	269,710	2,046	271,756
Evening	23	739,026	232,512	971,538	80,038	1,051,576	703	1,052,279
Total	26	911,909	270,074	1,181,983	139,303	1,321,286	2,749	1,324,035
Sunday	11	637,325	208,289	845,614	287,616	1,133,230	916	1,134,146
Minnesota—								
Morning	3	112,439	21,868	134,307	49,041	183,348	602	183,950
Evening	12	288,757	43,465	332,222	171,551	503,773	5,004	508,777
Total	15	401,196	65,333	466,529	220,592	687,121	5,606	693,727
Sunday	5	260,840	34,845	295,685	267,328	563,013	740	563,753
Mississippi—								
Morning	..	.....	.....	.....	.....	.....	....	.....
Evening	5	20,943	13,967	34,910	8,631	43,541	148	43,689
Total	5	20,943	13,967	34,910	8,631	43,541	148	43,689
Sunday	2	11,920	12,060	23,980	6,786	30,766	40	30,806
Montana—								
Morning	5	22,658	11,359	34,017	13,860	47,877	146	48,023
Evening	5	17,487	2,194	19,681	2,879	22,560	8	22,568
Total	10	40,145	13,553	53,698	16,739	70,437	154	70,591
Sunday	5	33,723	13,438	47,161	19,005	66,166	238	66,404
Nebraska—								
Morning	3	25,271	27,881	53,152	105,555	158,707	1,376	160,083
Evening	8	123,762	53,969	177,731	25,168	202,899	410	203,309
Total	11	149,033	81,850	230,883	130,723	361,606	1,786	363,392
Sunday	4	120,551	50,241	170,792	130,525	301,317	1,068	302,385
Nevada—								
Morning	1	2,357	1,126	3,483	3,685	7,168	25	7,193
Evening	1	3,397	1,004	4,401	2,167	6,568	....	6,568
Total	2	5,754	2,130	7,884	5,852	13,736	25	13,761
Sunday	1	2,625	1,150	3,775	3,720	7,495	26	7,521
New Hampshire—								
Morning	1	1,672	4,716	6,388	9,597	15,985	13	15,998
Evening	2	18,360	2,069	20,429	843	21,272	35	21,307
Total	3	20,032	6,785	26,817	10,440	37,257	48	37,305
Sunday	..	.....	.....	.....	.....	.....	....	.....
New Jersey—								
Morning	6	115,393	25,077	140,470	3,939	144,409	876	145,285
Evening	18	357,287	96,760	454,047	30,628	484,675	580	485,255
Total	24	472,680	121,837	594,517	34,567	629,084	1,456	630,540
Sunday	6	152,557	22,914	175,471	14,690	190,161	359	190,520
New Mexico—								
Morning	1	.....	.....	.....	.....	.....	....	.....
Evening	2	5,550	2,039	7,589	4,886	12,475	54	12,529
Total	3	5,550	2,039	7,589	4,886	12,475	54	12,529
Sunday	1	.....	.....	.....	.....	.....	....	.....
New York—								
Morning	20	2,278,056	586,021	2,864,077	453,272	3,317,349	13,652	3,331,001
Evening	58	2,506,706	512,797	3,019,503	230,220	3,249,723	1,503	3,251,226
Total	78	4,784,762	1,098,818	5,883,580	683,492	6,567,072	15,155	6,582,227
Sunday	19	2,764,730	1,044,394	3,809,124	1,377,746	5,186,870	12,847	5,199,717
North Carolina—								
Morning	7	56,325	67,395	123,720	40,033	163,753	710	164,463
Evening	6	46,655	29,636	76,291	3,923	80,214	391	80,605
Total	13	102,980	97,031	200,011	43,956	243,967	1,101	245,068
Sunday	10	81,503	86,236	167,739	44,913	212,652	924	213,576
North Dakota—								
Morning	2	3,283	9,712	12,995	5,095	18,090	17	18,107
Evening	3	10,325	7,074	17,399	6,638	24,037	8	24,045
Total	5	13,608	16,786	30,394	11,733	42,127	25	42,152
Sunday	2	9,322	11,908	21,230	9,737	30,967	32	30,999
Ohio—								
Morning	9	226,412	90,996	317,408	96,535	413,943	1,090	415,033
Evening	53	1,187,543	401,020	1,588,563	222,924	1,811,487	3,223	1,814,710
Total	62	1,413,955	492,016	1,905,971	319,459	2,225,430	4,313	2,229,743
Sunday	19	627,335	208,370	835,705	185,649	1,021,354	1,544	1,022,898
Oklahoma—								
Morning	7	63,429	61,927	125,356	50,598	175,954	876	176,830
Evening	11	106,726	57,054	163,780	31,680	195,460	248	195,708
Total	18	170,155	118,981	289,136	82,278	371,414	1,124	372,538
Sunday	10	102,184	81,348	183,532	77,068	260,600	894	261,494

TOTALS OF ALL U. S. ENGLISH LANGUAGE DAILIES IN A. B. C.—Continued

	Number of Papers	Total City	Total Suburban	Total Local City and Suburban	Total Country	Total Net Paid	Bulk Sale	Net Paid Inc. Bulk
Oregon—								
Morning	5	56,351	22,684	79,035	40,497	119,532	595	120,127
Evening	13	136,768	45,915	182,683	43,834	226,517	1,128	227,645
Total	18	193,119	68,599	261,718	84,331	346,049	1,723	347,772
Sunday	5	135,102	49,807	184,909	108,115	293,024	709	293,733
Pennsylvania—								
Morning	21	572,720	298,126	870,846	219,116	1,089,962	3,096	1,093,058
Evening	42	1,198,012	505,986	1,703,998	169,116	1,873,114	2,729	1,875,843
Total	63	1,770,732	804,112	2,574,844	388,232	2,963,076	5,825	2,968,901
Sunday	10	769,227	458,404	1,227,631	592,874	1,820,505	353	1,820,858
Rhode Island—								
Morning	1	24,570	13,116	37,686	4,074	41,760	6	41,766
Evening	6	117,779	39,235	157,014	7,628	164,642	324	164,966
Total	7	142,349	52,351	194,700	11,702	206,402	330	206,732
Sunday	3	52,713	28,256	80,969	6,630	87,599	226	87,825
South Carolina—								
Morning	5	26,000	32,149	58,149	15,620	73,769	21	73,790
Evening	5	31,852	15,613	47,465	4,010	51,475	129	51,604
Total	10	57,852	47,762	105,614	19,630	125,244	150	125,394
Sunday	6	41,030	34,369	75,399	20,554	95,953	28	95,981
South Dakota—								
Morning	2	3,674	13,237	16,911	4,453	21,364	166	21,530
Evening	5	16,961	26,095	43,056	11,946	55,002	138	55,140
Total	7	20,635	39,332	59 967	16,399	76,366	304	76,670
Sunday	2	7,963	14,624	22,587	4,976	27,563	189	27,742
Tennessee—								
Morning	5	103,644	57,647	161,291	56,870	218,161	699	218,860
Evening	8	181,714	82,300	264,014	37,222	301,236	103	301,339
Total	13	285,358	139,947	425,305	94,092	519,397	802	520,199
Sunday	7	174,569	93,576	268,145	81,872	350,017	1,534	351,551
Texas—								
Morning	14	155,144	73,037	228,181	111,723	339,904	2,573	342,477
Evening	19	312,121	61,574	373,695	146,950	520,645	919	521,564
Total	33	467,265	134,611	601,876	258,673	860,549	3,492	864,041
Sunday	18	303,869	110,278	414,147	292,886	707,033	2,159	709,192
Utah—								
Morning	1	18,036	6,351	24,387	19,786	44,173	71	44,244
Evening	3	20,537	5,798	26,335	5,811	32,146	9	32,155
Total	4	38,573	12,149	50,722	25,597	76,319	80	76,399
Sunday	3	49,014	17,992	67,006	40,636	107,642	150	107,792
Vermont—								
Morning	2	6,765	13,517	20,282	6,238	26,520	52	26,572
Evening	2	5,635	5,183	10,818	1,137	11,955	7	11,962
Total	4	12,400	18,700	31,100	7,375	38,475	59	38,534
Sunday	..	.....	.....	.....	.....	.....	....	.....
Virginia—								
Morning	9	73,652	39,037	112,689	38,711	151,400	1,704	153,104
Evening	10	123,899	20,158	144,057	18,686	162,743	551	163,294
Total	19	197,551	59,195	256,746	57,397	314,143	2,255	316,398
Sunday	8	87,415	39,648	127,063	40,706	167,769	1,101	168,870
Washington—								
Morning	5	86,114	46,277	132,391	40,802	173,193	955	174,148
Evening	17	218,422	80,434	298,856	52,494	351,350	509	351,859
Total	22	304,536	126,711	431,247	93,296	524,543	1,464	526,007
Sunday	7	178,335	71,361	249,696	127,241	376,937	1,274	378,207
West Virginia—								
Morning	8	40,505	40,990	81,495	18,234	99,729	93	99,822
Evening	8	48,729	23,413	72,142	6,670	78,812	151	78,963
Total	16	89,234	64,403	153,637	24,904	178,541	244	178,785
Sunday	8	63,366	62,285	125,651	21,156	146,807	291	147,098
Wisconsin—								
Morning	2	46,199	19,753	65,952	16,851	82,803	892	83,695
Evening	22	294,221	149,497	443,718	68,415	512,133	905	513,038
Total	24	340,420	169,250	509,670	85,266	594,936	1,797	596,733
Sunday	5	164,060	96,590	260,550	137,006	397,556	404	397,960
Wyoming—								
Morning	1	1,918	353	2,271	602	2,873	....	2,873
Evening	3	8,922	1,555	10,477	4,031	14,508	4	14,512
Total	4	10,840	1,908	12,748	4,633	17,381	4	17,385
Sunday	3	11,045	1,942	12,987	4,580	17,567	42	17,609

FOREIGN LANGUAGE NEWSPAPERS

	Number of Papers	Total City	Total Suburban	Total Local City and Suburban	Total Country	Total Net Paid	Bulk Sale	Net Paid Inc. Bulk
Illinois—								
Morning	1	18,306	943	19,249	21,047	40,296	....	40,296
Evening	2	63,066	8,865	71,931	13,974	85,905	88	85,993
Total	3	81,372	9,808	91,180	35,021	126,201	88	126,289
Sunday	2	47,236	5,051	52,287	27,587	79,874	....	79,874
Michigan—								
Morning	..	.....	.....	.....	.....	.....	....	.....
Evening	1	19,826	784	20,610	670	21,280	....	21,280
Total	1	19,826	784	20,610	670	21,280	....	21,280
Sunday	..	.....	.....	.....	.....	.....	....	.....
New Hampshire—								
Morning	..	.....	.....	.....	.....	.....	....	.....
Evening	1	3,191	472	3,663	600	4,263	3	4,266
Total	1	3,191	472	3,663	600	4,263	3	4,266
Sunday	..	.....	.....	.....	.....	.....	....	.....
New York—								
Morning	6	205,028	27,973	233,001	70,179	303,180	97	303,277
Evening	4	169 028	21,609	190,637	74,723	265,360	....	265,360
Total	10	374,056	49,582	423,638	144,902	568,540	97	568,637
Sunday	8	369,211	56,917	426,128	171,347	597,475	....	597,475
Ohio—								
Morning	..	.....	.....	.....	.....	.....	....	.....
Evening	1	11,307	1,010	12,317	2,449	14,766	....	14,766
Total	1	11,307	1,010	12,317	2,449	14,766	....	14,766
Sunday	1	8,029	561	8,590	822	9,412	....	9,412
Rhode Island—								
Morning	..	.....	.....	.....	.....	.....	....	.....
Evening	1	2,789	356	3,145	525	3,670	478	4,148
Total	1	2,789	356	3,145	525	3,670	478	4,148
Sunday	..	.....	.....	.....	.....	.....	....	.....

DOMINION OF CANADA

	Number of Papers	Total City	Total Suburban	Total Local City and Suburban	Total Country	Total Net Paid	Bulk Sale	Net Paid Inc. Bulk
Alberta—								
Morning	1	6,642	7,031	13,673	1,607	15,280	17	15,297
Evening	5	41,670	31,334	73,004	2,953	75,957	19	75,976
Total	6	48,312	38,365	86,677	4,560	91,237	36	91,273
Sunday	..	.....	.....	.....	.....	.....	....	.....
British Columbia—								
Morning	3	19,078	7,803	26,881	5,791	32,672	345	33,017
Evening	4	89,599	16,311	105,910	43,599	149,509	293	149,802
Total	7	108,677	24,114	132,791	49,390	182,181	638	182,819
Sunday	2	57,311	10,365	67,676	28,105	95,781	166	95,947
Manitoba—								
Morning	1	8,958	254	9,212	15,280	24,492	76	24,568
Evening	2	52,901	3,869	56,770	26,626	83,396	305	83,701
Total	3	61,859	4,123	65,982	41,906	107,888	381	108,269
Sunday	..	.....	.....	.....	.....	.....	....	.....
New Brunswick—								
Morning	1	3,882	.....	3,882	12,717	16,599	7	16,606
Evening	1	12,851	.....	12,851	1,530	14,381	12	14,393
Total	2	16,733	.....	16,733	14,247	30,980	19	30,999
Sunday	..	.....	.....	.....	.....	.....	....	.....
Nova Scotia—								
Morning	3	6,906	934	7,840	26,311	34,151	151	34,302
Evening	3	16,529	1,125	17,654	14,232	31,886	57	31,943
Total	6	23,435	2,059	25,494	40,543	66,037	208	66,245
Sunday	..	.....	.....	.....	.....	.....	....	.....
Ontario—								
Morning	6	100,785	62,724	163,509	104,435	267,944	229	268,173
Evening	30	406,780	96,693	503,473	66,436	569,909	1,103	571,012
Total	36	507,565	159,417	666,982	170,871	837,853	1,332	839,185
Sunday	1	115,179	31,581	146,760	73,359	287,795	166	287,961
Prince Edward Island—								
Morning	1	1,071	4,332	5,403	473	5,876	....	5,876
Evening	1	1,624	1,887	3,511	173	3,684	611	4,295
Total	2	2,695	6,219	8,914	646	9,560	611	10,171
Sunday	..	.....	.....	.....	.....	.....	....	.....
Quebec—								
Morning	3	43,698	2,914	46,612	16,070	62,682	59	62,741
Evening	11	241,005	35,360	276,365	128,276	404,641	165	404,806
Total	14	284,703	38,274	322,977	144,346	467,323	224	467,547
Sunday	..	.....	.....	.....	.....	.....	....	.....
Saskatchewan—								
Morning	3	6,736	11,514	18,250	11,141	29,391	46	29,437
Evening	4	18,981	13,801	32,782	2,469	35,251	618	35,869
Total	7	25,717	25,315	51,032	13,610	64,642	664	65,306
Sunday	..	.....	.....	.....	.....	.....	....	.....

TOTAL U. S. ENGLISH LANGUAGE DAILIES IN A. B. C.

Morning	260	6,937,741	2,725,642	9,663,383	2,664,542	12,327,925	52,161	12,380,086
Evening	624	12,922,452	3,899,989	16,822,441	3,723,549	20,545,990	47,116	20,593,106
Total	884	19,860,193	6,625,631	26,485,824	6,388,091	32,873,915	99,277	32,973,192
Sunday	324	11,212,906	4,606,329	15,819,235	7,127,131	22,946,366	40,816	22,987,182

A. B. C. FOREIGN LANGUAGE SUMMARY—U. S.

Morning	7	223,334	28,916	252,250	91,226	343,476	97	343,573
Evening	10	269,207	33,096	302,303	92,941	395,244	569	395,813
Total	17	492,541	62,012	554,553	184,167	738,720	666	739,386
Sunday	11	424,476	62,529	487,005	199,756	686,761	....	686,761

TOTALS OF CANADIAN DAILIES IN A. B. C.

Morning	22	197,756	97,506	295,262	193,825	489,087	930	490,017
Evening	61	881,940	200,380	1,082,320	286,294	1,368,614	3,183	1,371,797
Total	83	1,079,696	297,886	1,377,582	480,119	1,857,701	4,113	1,861,814
Sunday	3	172,490	41,946	214,436	73,359	287,795	166	287,961

TOTALS OF ALL A. B. C. DAILIES

Morning	289	7,358,831	2,852,064	10,210,895	2,949,593	13,160,488	53,188	13,213,676
Evening	695	14,073,599	4,133,465	18,207,064	4,102,784	22,309,848	50,868	22,360,716
Total	984	21,432,430	6,985,529	28,417,959	7,052,377	35,470,336	104,056	35,574,392
Sunday	337	11,694,693	4,679,223	16,373,916	7,354,992	23,728,908	40,982	23,769,890

EXPLANATION OF KEY LETTERS

Following is the explanation of the key letters used to designate time of publication of newspapers in the tables which follow:

(m)—Morning, except Sunday.

(n)—Morning, except Sunday and Monday.

(e)—Evening, except Sunday.

(x)—Evening, except Saturday and Sunday.

(y)—Saturday only.

(s)—Sunday only.

(a)—Morning and evening, except Sunday.

(w)—Wednesday only.

Roman type indicates morning newspapers.

Italic type indicates evening newspapers.

**denotes statement for three months ending Sept. 30, 1927.

A. B. C. Reports Classified by States and Cities Follow Pages 160-172 Inclusive

CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
ALABAMA									
Birmingham	Age-Herald	(m)	18,796	5,421	24,207	12,239	36,446	15	36,461
	News	(e)	47,559	15,384	62,943	17,515	80,458	36	80,494
	Sunday ed.	(s)	60,370	21,933	82,303	37,802	120,105	20	120,125
	Post	(e)	38,322	15,614	53,936	9,069	63,005	...	63,005
Gadsden	*Times*	(e)	3,083	5,031	8,114	418	8,532	10	8,542
Huntsville	*Times*	(e)	2,729	775	3,504	176	3,680	20	3,700
	Sunday ed.	(s)	2,762	775	3,537	190	3,727	20	3,747
Mobile	*News-Item*	(e)	12,438	1,716	14,154	162	14,316	...	14,316
	Register	(m)	12,257	7,360	19,617	3,753	23,370	...	23,370
	Sunday ed.	(s)	19,088	9,718	28,806	8,693	37,499	...	37,499
Montgomery	Advertiser	(m)	7,291	8,217	15,508	6,752	22,260	1	22,261
	Sunday ed.	(s)	9,513	9,249	18,762	7,809	26,571	8	26,579
Montgomery	*Journal*	(e)	9,304	6,614	15,918	6,533	22,451	58	22,509
ARIZONA									
Phoenix	*Arizona Gazette*	(e)	7,155	4,586	11,741	1,126	12,867	...	12,867
	Arizona Republican	(m)	10,562	10,564	21,126	2,871	23,997	119	24,116
	Sunday ed.	(s)	11,133	11,363	22,496	3,142	25,638	112	25,750
Tucson	*Citizen*	(e)	3,725	1,142	4,867	904	5,771	166	5,937
	Sunday ed.	(s)	3,592	1,134	4,726	948	5,674	178	5,862
	Arizona Star	(m)	4,521	1,068	5,589	379	5,968	108	6,076
	Sunday ed.	(s)	4,535	1,080	5,615	409	6,024	29	6,053
ARKANSAS									
El Dorado	News**	(m)	3,762	2,392	6,154	678	6,832	148	6,980
	Sunday ed.	(s)	4,127	2,940	7,067	683	7,750	129	7,879
Fort Smith	S. W. American	(n)	3,381	4,382	7,763	6,502	14,265	21	14,286
	Times-Record	(x)	4,190	4,583	8,543	334	8,877	1	8,878
	Total Daily	(o)	7,571	8,735	16,306	6,836	23,142	22	23,164
	Sunday ed.	(s)	7,157	9,467	16,624	8,328	24,952	43	24,995
Little Rock	*Democrat*	(x)	13,557	.....	13,557	16,318	29,875	7	29,882
	Sunday ed.	(s)	12,859	.....	12,859	20,246	33,105	181	33,286
	Saturday ed.	(y)	13,083	.....	13,083	11,977	25,060	...	25,060
	Gazette	(m)	12,858	.....	12,858	28,166	41,024	233	41,257
	Sunday ed.	(s)	16,281	.....	16,281	33,249	49,530	55	49,585
Pine Bluff	Graphic	(m)	3,036	764	3,800	208	4,008	187	4,195
	Sunday ed.	(s)	3,470	868	4,338	227	4,565	...	4,565
CALIFORNIA									
Alhambra	*Post-Advocate*	(e)	4,786	3,222	8,008	86	8,094	3	8,097
	(Circulation sold in combination with Los Angeles Express)								
Anaheim	*Bulletin*	(e)	1,650	2,145	3,795	106	3,901	123	4,033
Bakersfield	*Californian*	(e)	5,530	3,696	9,226	539	9,765	...	9,765
Chico	*Enterprise*	(e)	1,514	715	2,229	153	2,382	1	2,383
	Record	(n)	1,237	602	1,839	156	1,995	4	1,999
	Sunday ed.	(s)	1,248	604	1,852	156	2,008	1	2,009
Eureka	*Humboldt Standard***	(e)	2,691	1,925	4,616	494	5,110	4	5,114
	Humboldt Times**	(n)	2,251	2,677	4,928	981	5,909	1	5,910
	Sunday ed.	(s)	2,452	2,758	5,210	1,015	6,225	21	6,246
Fresno	*Bee*	(e)	9,367	7,484	16,851	8,150	25,001	17	25,018
	Sunday ed.	(s)	8,619	7,543	16,162	8,602	24,764	...	24,764
	Republican	(m)	10,377	9,347	19,724	9,138	28,862	89	28,951
	Sunday ed.	(s)	10,434	9,403	19,837	9,414	29,251	54	29,305
Glendale	*News*	(e)	9,161	597	9,758	259	10,017	49	10,066
	Press	(e)	3,882	2,111	5,993	51	6,044	22	6,066
	(Circulation sold in combination with Los Angeles Express)								
Grass Valley	Union	(n)	740	544	1,284	188	1,472	7	1,479
	Sunday ed.	(s)	736	544	1,280	188	1,468	7	1,475
Hollywood	*Citizen*	(e)	9,315	.....	9,315	846	10,161	55	10,216
	News	(e)	5,179	.....	5,179	4,289	9,468	25	9,493
	(Circulation sold in combination with Los Angeles Express)								
Long Beach	*Press-Telegram*	(e)	31,631	4,923	36,554	1,664	38,218	310	38,528
	Sunday ed.	(s)	30,129	4,932	35,061	1,875	36,936	336	37,272
	Sun	(m)	11,708	965	12,673	425	13,098	1054	14,152
	Sunday ed.	(s)	11,427	937	12,364	425	12,789	126	12,915
Los Angeles	Examiner	(m)	123,245	43,782	167,027	32,678	199,705	3	199,708
	Sunday ed.	(s)	239,068	90,259	329,327	93,490	422,817	...	422,817
	Express	(e)	74,257	45,452	119,709	9,021	128,730	829	129,559
	Herald	(e)	176,278	23,085	199,363	7,516	206,879	...	206,879
	News	(m)	84,519	18,141	102,660	3,698	106,358	419	106,777
	Record	(e)	46,931	6,786	53,717	988	54,705	...	54,705
	Times	(m)	87,484	37,941	125,425	18,108	143,533	75	143,608
	Sunday ed.	(s)	126,540	53,950	180,490	33,458	213,948	144	214,092
Marysville	*Appeal-Democrat****	(e)	2,150	2,148	4,298	575	4,873	...	4,873
Modesto	*News-Herald*	(n)	234	1,992	2,226	223	2,449	6	2,455
	News-Herald	(e)	3,433	4,182	7,615	308	7,923	45	7,968
	Total Daily	(e)	3,667	6,174	9,841	531	10,372	51	10,423
	Sunday ed.	(s)	256	1,992	2,248	223	2,471	10	2,481
Monrovia	*News*	(e)	2,089	.....	2,089	96	2,185	60	2,245
Oakland	*Post Enquirer*	(e)	45,244	7,442	52,686	6,656	59,342	85	59,427
	Tribune	(e)	58,953	11,559	70,512	9,650	80,162	72	80,239
	Sunday ed.	(s)	56,513	10,794	67,307	10,088	77,395	22	77,417
Palo Alto	*Times*	(e)	2,854	1,456	4,310	166	4,476	4	4,480
Pasadena	*Post*	(e)	7,331	.....	7,331	2,125	9,456	66	9,522
	(Circulation sold in combination with Los Angeles Express)								
	Star-News	(e)	16,408	.....	16,408	958	17,366	31	17,397
Pomona	*Progress-Bulletin***	(e)	5,242	1,081	6,323	205	6,528	...	6,528
Redondo Beach	*Breeze*	(e)	1,793	1,051	2,844	46	2 890	61	2,951
Riverside	*Press****	(e)	5,265	1,012	6,277	520	6,797	12	6,809
Sacramento	*Bee*	(e)	23,248	12,241	35 669	14,419	50,088	21	50,019
	Union	(m)	7,985	3,496	11,481	1,450	12,931	1111	14,042
	Sunday ed.	(s)	8,600	3,515	12,115	1,503	13,618	493	14,111
San Bernardino	Sun**	(m)	5,435	3,714	9,149	705	9,854	1	9,855
	Sunday ed.	(s)	5,538	3,763	9,301	717	10,018	...	10,018
	*Telegram***	(e)	2,846	270	3,116	72	3,188	...	3,188
San Diego	*Sun*	(e)	16,621	1,395	18,016	2,089	20,105	4	20,105
	Union	(m)	21,647	2,029	23,676	2,471	26,147	633	26,780
	Tribune	(e)	20,507	1,594	22,101	2,397	24,498	47	24,545
	Total Daily	(a)	42,154	3,623	45,777	4,868	50,645	680	51,325
	Sunday ed.	(s)	28,104	2,722	30,826	3,209	34,035	762	34,797
San Francisco	*Bulletin*	(e)	44,645	22,011	66,665	13,742	80,407	1098	81,505
	Call & Post	(e)	74,343	24,535	98,888	9,334	108,222	279	108,501
	Chronicle	(m)	35,531	33,008	68,539	27,151	95,690	271	95,961
	Sunday ed.	(s)	53,090	50,298	103,388	56,451	159,839	197	160,036
	Examiner	(m)	84,205	55,651	139,856	46,251	186,107	265	186,372
	Sunday ed.	(s)	130,717	108,705	239,422	121,072	360,504	260	360,764
	News	(e)	71,759	10,025	81,784	1,858	83,642	106	83,748
San Jose	Mercury-Herald	(m)	11,218	6,529	17,747	732	18,479	5	18,484
	Sunday ed.	(s)	11,599	6,684	18,283	859	19,142	12	19,154
	News	(e)	5,468	1,370	6,838	423	7,261	...	7,261
San Pedro	*News*	(e)	4,533	1,533	6,071	80	6,151	22	6,151
	(Circulation sold in combination with Los Angeles Express)								
	Pilot	(e)	4,399	304	4,703	143	4,846	52	4,898
Santa Ana	*Register***	(e)	6,430	4,179	10,609	296	10,905	15	10,920
Santa Barbara	*News***	(e)	5,790	490	6,280	639	6,919	2	6,921
	*Press***	(m)	3,600	364	3,964	1,375	5,339	306	5,645
	Sunday ed.	(s)	3,915	366	4,281	1,363	5,644	...	5,644
Santa Monica	*Outlook*	(e)	7,353	2,295	9,648	208	9,856	141	9,997
	(Circulation sold in combination with Los Angeles Express)								
Vallejo	*Chronicle***	(e)	1,451	.....	1,451	52	1,503	...	1,503
	Times-Herald**	(n)	2,158	.....	2,158	542	2,700	...	2,700
	Sunday ed.	(s)	2,174	.....	2,174	543	2,717	...	2,717
Venice	*Vanguard*	(e)	2,692	.....	2,692	68	2,760	46	2,804
Ventura	*County Star*	(e)	1,961	562	2,523	594	3,117	79	3,196
Visalia	Delta	(n)	860	741	1,601	242	1,843	50	1,893
	Sunday ed.	(s)	835	739	1,574	242	1,816	...	1,816
	Times	(e)	952	622	1,574	140	1,714	5	1,719
Woodland	Mail	(n)	496	363	859	108	967	9	976
	Sunday ed.	(s)	497	363	860	108	968	13	981
COLORADO									
Colorado Springs	Gazette	(m)	4,666	601	5,267	287	5,554	7	5,561
	Telegraph	(e)	6,945	258	7,203	240	7,443	...	7,443
	Total Daily	(a)	11,611	859	12,470	527	12,997	7	13,004
	Sunday ed.	(s)	10,368	865	11,233	724	11,957	...	11,957
Denver	*Post*	(e)	70,297	9,541	79,838	73,863	153,701	161	153,862
	Sunday ed.	(s)	77,174	14,884	92,058	165,870	257,928	67	257,995
	Rocky Mt. News	(m)	26,281	2,394	28,675	11,589	40,264	752	41,016
	News	(e)	35,692	32,991	38,663	14,322	53,005	101	53,106
	Total Daily	(a)	61,973	5,385	67,358	25,911	93,269	853	94,122
	Sunday ed.	(s)	51,635	6,287	57,922	35,676	93,598	459	94,057
Grand Junction	*Sentinel*	(x)	1,979	2,196	4,175	401	4,576	28	4,604
	Sunday ed.	(s)	1,993	2,197	4,190	401	4,591	28	4,619
Greeley	Tribune-Republican	(m)	.....	2,098	2,098	55	2,153	...	2,153
	Tribune-Republican	(e)	2,293	332	2,625	532	3,157	...	3,157
	Total Daily	(a)	2,293	2,430	4,723	587	5,310	...	5,310
Pueblo	Chieftain	(m)	5,529	1,903	7,432	1,035	8,467	126	8,593
	Sunday ed.	(s)	6,235	2,465	8,700	1,675	10,375	130	10,505
	Star-Journal	(e)	8,303	1,568	9,871	784	10,655	6	10,661
	Sunday ed.	(s)	8,589	2,080	10,669	1,124	11,793	31	11,824
CONNECTICUT									
Ansonia	*Sentinel*	(e)	6,870	.....	6,870	213	7,083	...	7,083
Bridgeport	Herald	(s)	11,862	4,048	15,910	26,196	42,106	47	42,153
	Post	(e)	27,524	2,006	29,530	476	30,006	7	30,013
	Telegram	(m)	12,111	1,960	14,071	647	14,718	8	14,726
	Total Daily	(a)	39,635	3,966	43,601	1,123	44,724	15	44,739
	Sunday ed.	(s)	20,519	1,643	22,162	384	22,546	3	22,549
	Times-Star	(e)	14,940	1,057	15,997	326	16,323	653	16,976
Hartford	Courant**	(m)	13,485	16,001	29,586	7,541	37,027	2	37,029
	Sunday ed.	(s)	19,070	26,199	45,269	13,413	58,682	31	58,713
	*Times***	(e)	35,739	16,516	52,255	3,811	56,066	11	56,077
Manchester	*Herald*	(e)	4,271	136	4,407	139	4,546	...	4,546
Meriden	*Journal*	(e)	6,363	1,043	7,406	176	7,582	2	7,584
	Record	(m)	5,509	2,341	7,850	511	8,361	2	8,363
Middletown	*Press***	(e)	4,498	3,666	8,164	323	8,487	7	8,494
New Britain	*Herald***	(e)	10,480	2,694	13,174	402	13,576	1	13,577
New Haven	Journal-Courier	(m)	16,877	2,596	19,473	614	20,087	...	20,087
	Times Union	(e)	13,866	4,712	18,578	1,758	20,336	...	20,336
New London	*Day***	(e)	7,191	4,995	12,186	701	12,887	...	12,887
Norwalk	*Hour*	(e)	5,496	976	6,472	144	6,616	5	6,621
Stamford	*Advocate*	(e)	7,851	2,769	10,620	382	11,002	8	11,010
Waterbury	*Democrat*	(e)	9,085	1,187	10,272	355	10,627	33	10,660
	Republican	(m)	8,588	3,243	11,831	1,169	13,000	80	13,080
	American	(e)	9,064	2,775	11,839	413	12,252	11	12,263
	Total Daily	(a)	17,652	6,018	23,670	1,582	25,252	91	25,343
	Sunday ed.	(s)	11,862	3,787	15,649	911	16,560	...	16,560
DELAWARE									
Wilmington	*Every Evening*	(e)	8,139	4,701	12,840	4,046	16,886	16	16,902
	Journal	(e)	16,539	5,118	21,657	1,393	23,050	13	23,063
	News	(m)	7,100	1,143	8,243	949	9,192	4	9,196
	Star	(s)	10,671	1,759	12,430	402	12,832	14	12,846
DISTRICT OF COLUMBIA									
Washington	Herald	(m)	47,864	3,559	51,043	3,340	54,383	...	54,383
	Sunday ed.	(s)	59,705	9,081	68,786	66,774	135,560	...	135,560
	News	(e)	51,832	4,346	56,178	1,223	57,401	44	57,445
	Post	(m)	58,882	4,451	63,273	8,966	72,239	63	72,302
	Sunday ed.	(s)	57,610	7,367	64,977	15,702	80,679	12	80,691
	Star	(e)	77,746	14,909	92,655	4,236	96,891	404	97,295
	Sunday ed.	(s)	78,230	20,988	99,218	7,118	106,336	526	106,862
	Times	(e)	64,116	7,587	71,703	4,064	75,767	...	75,767
	U. S. Daily	(m)	National Distribution				21,651	85	21,736
FLORIDA									
Clearwater	*Sun*	(x)	1,756	.....	1,756	666	2,422	...	2,422
Daytona Beach	*News Journal*	(m)	2,280	492	2,778	657	3,435	...	3,435
	Evening ed.	(e)	4,408	719	5,127	521	5,648	...	5,648
	Sunday ed.	(s)	7,166	1,135	8,301	1,349	9,650	255	9,905
Jacksonville	*Journal*	(e)	20,800	5,308	26,108	3,311	29,419	18	29,437
	Fla. Times-Union	(m)	27,681	12,277	39,958	8,994	48,952	332	49,284
	Sunday ed.	(s)	30,319	15,858	46,177	13,664	59,841	395	60,236
Lakeland	*Ledger*	(e)	4,542	1,884	6,426	321	6,747	82	6,829
	Sunday ed.	(s)	4,821	2,576	7,397	426	7,823	6	7,829
Miami	Herald	(m)	25,748	3,944	29,692	6,787	36,479	103	36,582
	Sunday ed.	(s)	25,811	4,183	29,994	8,549	38,543	108	38,651
	News	(e)	25,547	3,701	29,248	2,865	32,113	108	32,221
	Sunday ed.	(s)	21,487	3,702	25,189	3,106	28,295	210	28,505
Orlando	*Reporter-Star*	(e)	6,302	1,984	8,286	241	8,527	94	8,621
	Sunday ed.	(s)	6,096	2,192	8,288	239	8,527	151	8,678
	Sentinel	(m)	5,952	1,877	7,829	434	8,263	129	8,392
	Sunday ed.	(s)	6,161	2,067	8,228	523	8,751	112	8,863
Pensacola	News	(m)	2,683	1,456	4,139	1,300	5,439	44	5,483
	Journal	(e)	3,312	515	3,827	270	4,097	24	4,121
	Total Daily	(a)	5,995	1,971	7,966	1,570	9,536	68	9,604
	Sunday ed.	(s)	5,154	1,988	7,142	1,586	8,728	44	8,772
St. Petersburg	*Independent*	(e)	7,941	617	8,558	714	9,272	63	9,335
	Times	(m)	8,964	350	9,044	1,388	10,432	119	10,551
	Sunday ed.	(s)	11,863	684	12,547	2,889	15,436	123	15,559
Sanford	*Herald*	(e)	1,947	192	2,139	150	2,289	...	2,289
Sarasota	Herald	(m)	1,091	457	1,548	113	1,661	79	1,740
	Sunday ed.	(s)	1,180	489	1,669	117	1,786	106	1,892
Tampa	*Times*	(e)	20,466	6,669	27,135	665	27,800	4	27,804
	Tribune	(m)	19,947	12,692	32,639	6,078	38,717	16	38,733
	Sunday ed.	(s)	24,158	16,645	40,803	7,088	47,891	17	47,908
W. Palm Beach	Post	(m)	5,883	2,224	8,107	934	9,041	35	9,076
	Sunday ed.	(s)	5,864	2,412	8,276	980	9,256	72	9,328
	Times	(e)	4,399	1,425	5,824	130	5,954	63	6,017
	Sunday ed.	(s)	3,590	1,534	5,124	160	5,284	57	5,341

(*Continued on page 158*)

CONTACT

PUBLISHED PERIODICALLY AT 9 EAST 46TH STREET, NEW YORK VANDERBILT 0963

Edward L. Bernays, Counsel on Public Relations

Victory Hour

WE have laid great stress in this *Contact* on the Dodge Victory Hour, and on the national comment it aroused because it stimulated the imaginations of the thirty million people who heard the program over the radio. In addition, millions of people read of it in advertisements and read editorial discussions of the event. The event, coordinated with other efforts to secure public attention, gained almost instantaneous access to the vast public to which Dodge Brothers desired to appeal.

Victory Hour achieved its purpose of sending thousands of people to Dodge showrooms all over the country on the day of the initial showing.

The forces which combined to create this event were E. G. Wilmer, president of Dodge Brothers, Inc., M. H. Aylesworth, president of the National Broadcasting Company, George Harrison Phelps, of Detroit, and Edward L. Bernays, counsel on public relations.

"All America Used as a Radio Studio

"Will Rogers Presides in His Pacific Home Over Coast-to-Coast Program

"47 Stations in Huge Chain

"Millions Throughout the Nation Listen in on Unique Dodge 'Victory' Broadcast

"WILL Rogers speaking from his Beverly Hills home in California, Paul Whiteman's orchestra playing in New York, Fred and Dorothy Stone singing in a dressing room between the acts of 'Criss Cross' in the Erlanger Theatre in Chicago, and Al Jolson singing in a room in the Roosevelt Hotel in New Orleans, played a continuous act over the radio last night.

"It was the most widespread hookup ever attempted and it was accomplished without a hitch".....

"But the 'stages' were widely separated. Forty broadcasting stations worked in unison to put on the performance for a vast audience sitting at receiving sets all over the country, and beyond.

"Every State in the Union was virtually linked into one radio 'studio' by means of 20,000 miles of wire to carry the voices of the participants from the microphones of the forty-seven stations in what was known as the Dodge 'Victory' program. In addition, 10,000 miles of additional wires were used as a 'Morse' circuit, by which telegraphers at the various linked stations and intervening test localities reported the condition of the vast chain to central headquarters.

"The concert cost more than $67,000, or more than $1,000 per minute of operation. Of that amount it was estimated that approximately $25,000 was paid as fees to the four artists, about $35,000 went to the telephone and mechanical facilities incorporated in the giant chain and about $7,600 was paid purely for the stations' time on the air".....

"S O S insurance, which the sponsors of the broadcast had contemplated taking for the hour to cover possible losses due to an interruption of the program, was abandoned because of prevailing good weather throughout the United States, according to Edward L. Bernays, New York representative of Dodge Brothers, Inc.

"Mr. Bernays said United States weather depots across the country indicated at a late hour yesterday afternoon that no doubtful or stormy areas existed to make it appear that S O S insurance was desirable.

"After the program a telegram was received from Mr. Wilmer expressing great satisfaction with the results, and Mr. Bernays, who managed things at this end, predicted a new era in radio entertainment and advertising.

"Among those who sent congratulatory messages commenting on the significance of the Victory were President Faunce of Brown, who said that 'this achievement in broadcasting proves that science has brought all Americans into one neighborhood,' and John Hays Hammond who called the program 'ambitious, enterprising and commendable.'

"Henry Goddard Leach, editor of *The Forum*, declared that it was a 'remarkable achievement.'

"Lee De Forest said that the American people had become so familiar with the daily miracles of radio that 'few except communication engineers can even remotely appreciate the immense triumph of engineering and science which the broadcast hour signalizes tonight.'

"Louis Marshall said:

"'Prophecy as to the future possibilities of radio development seems utterly futile when confronted by the astounding achievement of this evening.'" —*The New York Times.*

"Many a nobody who isn't known by anybody, becomes a somebody and is known by everybody and everybody tells him they knew him when he was nobody and they knew he would be somebody some day." —*Judge.*

"Contact", a publication, is published by us from time to time in the interest of furthering an understanding of public relations and the working of public opinion. It will be sent to you free upon request.

EDWARD L. BERNAYS
Counsel on Public Relations
9 East 46th Street, New York, N. Y.

CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 156)

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
	GEORGIA								
Albany	*Herald*	(e)	2,587	3,096	5,683	351	6,034	...	6,034
Athens	*Banner-Herald*	(x)	2,331	610	2,941	166	3,107	30	3,137
	Sunday ed.	(s)	2,324	609	2,933	169	3,102	19	3,121
Atlanta	Constitution	(m)	42,314	23,923	66,237	14,295	80,532	246	80,778
	Sunday ed.	(s)	41,850	25,984	67,834	55,966	123,800	109	123,909
	Georgian	(e)	38,934	15,952	54,886	12,683	67,569	...	67,569
	Sunday ed.	(s)	33,054	17,256	50,310	78,273	128,583	...	128,583
	Journal	(e)	39,255	20,885	60,140	15,140	75,280	...	75,280
	Sunday ed.	(s)	42,982	24,287	67,269	63,919	131,188	...	131,188
Augusta	Chronicle	(m)	5,948	5,374	11,322	656	11,978	187	12,165
	Sunday ed.	(s)	6,501	4,906	11,407	792	12,199	145	12,344
	Herald	(e)	7,297	5,322	12,619	1,553	14,172	...	14,172
	Sunday ed.	(s)	7,841	5,385	13,226	1,572	14,798	...	14,798
Columbus	Enquirer-Sun	(m)	3,892	1,607	5,499	488	5,987	249	6,236
	Sunday ed.	(s)	3,738	1,500	5,238	506	5,744	239	5,983
	Ledger	(e)	9,933	2,018	11,951	218	12,169	18	12,187
	Sunday ed.	(s)	9,993	2,153	12,146	242	12,388	18	12,406
Macon	*News*	(e)	7,310	3,502	10,812	5,104	15,916	2	15,918
	Sunday ed.	(s)	7,059	3,555	10,614	5,019	15,633	...	15,633
	Telegraph	(m)	10,353	4,528	14,881	12,036	26,917	...	26,917
	Sunday ed.	(s)	10,541	4,672	15,213	12,339	27,552	...	27,552
Rome	*News-Tribune*	(x)	2,820	1,417	4,237	181	4,418	5	4,423
	Sunday ed.	(s)	2,905	1,435	4,340	181	4,521	7	4,528
Savannah	News	(m)	12,101	7,482	19,583	3,095	22,678	...	22,678
	Sunday ed.	(s)	13,456	7,013	20,469	3,077	23,546	...	23,546
	Press	(e)	13,628	3,754	17,382	292	17,674	35	17,709
	HAWAII								
Honolulu	Advertiser	(m)	8,172	2,851	11,023	413	11,436	...	11,436
	Sunday ed.	(s)	11,296	3,857	15,153	806	15,959	...	15,959
	Star-Bulletin	(e)	12,947	3,990	16,937	169	17,106	43	17,149
	IDAHO								
Boise	Idaho Statesman	(m)	4,613	6,074	10,687	3,861	14,548	177	14,725
	Sunday ed.	(s)	5,042	5,830	10,872	4,278	15,150	195	15,345
Twin Falls	News	(n)	1,311	2,344	3,655	179	3,834	17	3,851
	Sunday ed.	(s)	1,341	2,345	3,686	180	3,866	13	3,879
	ILLINOIS								
Alton	*Telegraph*	(e)	7,388	3,184	10,572	389	10,961	1	10,962
Aurora	*Beacon-News*	(e)	12,113	6,936	19,049	552	19,601	66	19,667
Belleville	*Advocate*	(e)	3,951	2,693	6,644	267	6,911	31	6,942
Bloomington	*Bulletin*	(e)	4,917	2,237	7,154	108	7,262	54	7,316
	Sunday ed.	(s)	6,319	2,314	8,633	123	8,756	4	8,760
	Pantagraph	(m)	7,109	10,240	17,349	2,165	19,514	97	19,611
Cairo	*Citizen***	(e)	2,790	1,873	4,663	241	4,904	3	4,907
Canton	*Ledger*	(e)	2,343	3,016	5,359	606	5,965	2	5,967
Centralia	*Sentinel*	(e)	3,834	2,281	6,115	253	6,368	3	6,371
Champaign	*News-Gazette***	(e)	7,329	6,230	13,559	333	13,892	2	13,894
	Sunday ed.	(s)	7,215	6,237	13,452	333	13,785	7	13,792
Chicago	*American*	(e)	442,614	52,037	494,651	57,390	552,041	335	552,376
	Herald & Examiner	(m)	287,933	30,918	326,851	107,314	434,165	909	435,074
	Sunday ed.	(s)	375,755	81,894	457,649	629,715	1,087,364	...	1,087,364
	News	(e)	383,793	31,373	415,166	20,414	435,580	169	435,749
	Post	(e)	34,211	3,142	37,353	1,673	39,026	355	39,381
	Southtown Economist	(w)	38,380	....	38,380	36	38,416	...	38,416
	Tribune	(m)	464,774	136,786	601,560	175,954	777,514	1,254	778,768
	Sunday ed.	(s)	563,461	151,115	714,576	410,599	1,125,175	546	1,125,721
Danville	*Commercial-News*	(e)	9,832	11,691	21,523	1,838	23,361	1	23,362
	Press	(m)	3,554	4,139	7,693	494	8,187	16	8,203
	Sunday ed.	(s)	3,636	4,149	7,785	495	8,280	...	8,280
Decatur	Herald	(m)	9,287	8,976	18,263	5,898	24,161	...	24,161
	Herald	(e)	1,428	955	2,383	208	2,591	...	2,591
	Total Daily	(a)	10,715	9,931	20,646	6,106	26,752	...	26,752
	Sunday ed.	(s)	10,369	9,992	20,361	6,017	26,378	...	26,378
	Review	(e)	12,213	8,300	20,513	5,249	25,762	15	25,777
	Sunday ed.	(s)	11,320	8,108	19,428	4,932	24,360	10	24,370
Dixon	*Telegraph*	(e)	2,520	2,627	5,147	145	5,292	34	5,326
East St. Louis	*Journal*	(e)	12,049	584	12,633	343	12,976	...	12,976
	Sunday ed.	(s)	10,949	665	11,614	378	11,992	8	12,000
Elgin	*Courier-News*	(e)	9,718	6,021	15,739	693	16,442	10	16,442
Evanston	*News Index*	(e)	6,582	658	7,240	279	7,519	22	7,541
Freeport	*Journal-Standard*	(e)	5,520	3,966	9,486	393	9,879	26	9,905
Galesburg	*Register-Mail*	(e)	7,307	10,995	18,302	1,353	19,655	36	19,691
Jacksonville	*Courier***	(e)	1,786	500	2,286	53	2,339	...	2,339
	Journal**	(m)	1,542	1,511	3,053	381	3,434	2	3,436
	Sunday ed.	(s)	1,588	1,511	3,099	380	3,479	4	3,483
Joliet	*Herald-News*	(e)	14,513	5,188	19,701	509	20,210	3	20,213
	Sunday ed.	(s)	14,200	5,192	19,392	513	19,905	4	19,909
Kankakee	*News*	(e)	3,182	2,020	5,202	193	5,395	10	5,405
	Republican	(e)	4,265	3,621	7,886	411	8,297	41	8,338
Kewanee	*Star-Courier*	(e)	3,782	3,049	6,831	365	7,196	14	7,210
La Salle	*Post-Tribune*	(e)	3,632	3,044	6,676	409	7,085	9	7,094
Lincoln	*Courier*	(e)	2,041	958	2,999	186	3,185	14	3,199
	Star	(e)	798	522	1,320	284	1,604	11	1,615
Mattoon	*Journal-Gazette & Commercial-Star*	(e)	3,430	1,942	5,372	434	5,806	7	5,813
Moline	*Dispatch***	(e)	9,402	2,660	12,062	617	12,679	1	12,680
Monmouth	*Review-Atlas*	(e)	2,215	2,641	4,856	566	5,422	2	5,424
Mt. Vernon	*Register-News*	(e)	2,740	3,120	5,860	414	6,274	1	6,275
Murphysboro	*Independent*	(e)	2,063	1,812	3,875	414	4,289	14	4,303
Ottawa	*Republican-Times*	(e)	3,727	2,873	6,600	475	7,075	6	7,081
Peoria	*Journal*	(e)	13,671	9,711	23,382	4,167	27,549	506	28,055
	Sunday ed.	(s)	15,391	8,927	24,318	3,663	27,981	614	28,595
	Transcript	(m)	4,656	4,738	9,394	502	9,896	334	10,230
	Total Daily	(a)	18,327	14,449	32,776	4,669	37,445	840	38,285
	Star	(e)	14,604	10,523	25,127	5,773	30,900	57	30,957
	Sunday ed.	(s)	14,081	6,018	20,099	4,624	24,723	96	24,819
Pontiac	*Leader*	(e)	1,651	1,470	3,121	311	3,432	1	3,433
Quincy	*Herald-Whig & Journal*	(x)	9,385	19,130	28,515	1,218	29,733	13	29,746
	Saturday ed.	(y)	9,329	6,315	15,644	574	16,218	..	16,218
	Sunday ed.	(s)	9,423	19,194	28,617	1,225	29,842	6	29,848
Rockford	*Register-Gazette*	(e)	11,493	5,120	16,613	695	17,303	126	17,434
	Republic	(e)	10,368	1,068	11,436	185	11,620	16	11,636
	Star	(m)	10,117	5,947	16,064	565	16,629	180	16,809
	Sunday ed.	(s)	11,892	6,080	17,972	581	18,553	160	18,713
Rock Island	*Argus***	(e)	7,408	3,993	11,401	514	11,915	41	11,956
Springfield	State Journal	(m)	11,264	19,109	30,373	1,014	31,387	14	31,401
	Sunday ed.	(s)	10,746	15,878	26,624	891	27,515	25	27,540
	State Register	(e)	15,056	15,329	30,385	1,620	32,005	...	32,005
	Sunday ed.	(s)	12,500	14,516	27,016	1,620	28,636	...	28,636
Sterling	*Gazette*	(e)	3,385	2,776	6,161	216	6,377	...	6,377
Streator	*Times-Press***	(e)	3,683	3,120	6,803	721	7,524	38	7,562
Taylorville	*Breeze***	(e)	812	788	1,700	144	1,844	...	1,844
	*Courier***	(e)	1,399	648	2,047	138	2,185	...	2,185
Waukegan	*News*	(e)	3,255	754	4,009	181	4,190	...	4,190
	Sun	(e)	4,676	894	5,570	308	5,878	14	5,892
	INDIANA								
Anderson	*Bulletin*	(e)	8,008	2,263	10,271	288	10,559	...	10,559
	Herald	(n)	4,352	4,830	9,182	229	9,411	...	9,411
	Sunday ed.	(s)	6,377	5,075	11,452	230	11,682	...	11,682

(Continued on page 160)

263 © C. H. E. Co., 1928

This composing room (in which the Waterbury Republican says that Cooper Hewitts give a "flood of daylight" even "at midnight") is a good example of the right way to insure good lighting in any industrial plant.

Why up-to-the-minute shops are installing Cooper Hewitt lighting

EVER ask why those cool greenish (Cooper Hewitt) lights are used in modern newspaper and print shops? If you got the *right* answer it ran something like this: "Men can *see* better. There's no glare. Claim they're even better than daylight."

It's all *true*. And the "claim" rests on scientific fact, for daylight constantly varies in intensity and is often glaring, while Cooper Hewitt lights are constant and never glare.

Most important, however, is the fact that Cooper Hewitt light brings out detail,—makes it easier to see perfectly. This, plus the freedom from glare and deep shadows, prevents eye-strain. The net result is fewer mistakes,—better work and more of it. That is why so many shops find that Cooper Hewitts are a splendid investment.

The Waterbury Republican, for example, says that its fine new composing room (pictured above) is located on the top floor because of the need for good light, but that the daylight is supplemented by a Cooper Hewitt system which also gives "a flood of daylight at midnight."

This same lighting system can be installed profitably in your own shop. You can prove it by a trial installation which we make *without obligating you*, or if you prefer we should be glad to send informative literature. Cooper Hewitt Electric Company, 863 Adams St., Hoboken, N. J.

COOPER HEWITT

BETTER THAN DAYLIGHT

A Record, An Acknowledgment and A Promise

In reviewing the history of our endeavors for the past fourteen years there are three achievements of which we are particularly, and we believe, justifiably proud.

First, thru many adversities, discouraging setbacks and much travail, we brought into being in the early part of 1915 the first commercial American Dry Mat. It was a crude product and difficult to use successfully but it was capable of transferring type matter from a flat to a curved surface by the new dry process and it heralded the birth of a new American industry—an industry destined to be preeminent in the advancement of the art of stereotyping and of incalculable value to news publication.

Second, in 1924 we developed the Wood Metropolitan Mat and for the first time opened up these opportunities to larger newspapers, enabling them to reduce, by half, the time required from composing room to press, offering them tremendous savings in newsprint and operating cost, increasing their printing facilities and making more certain their edition schedules and at the same time improving their typography.

Third, in 1926 we introduced the Wood Mill Conditioned Mat which standardizes the preparation of dry mats and delivers them to the foundry ready for use, thereby relieving the stereotyper of the humidifying process which is no more a part of his business or duty than calendering newsprint is the business of the pressman.

These three accomplishments are the outstanding events in the history of dry mat stereotyping in America.

The development of dry mats has been a long journey over rough ground and we should long ago have fallen by the wayside had it not been for the loyalty, patience, forebearance and hearty co-operation of our friends among the newspapers. To them we acknowledge an eternal debt of gratitude and with them we share the honor of our contribution to the advancement of the printing industry.

For fourteen years we have exerted continuous effort to improve our product and the dry mat process and we shall adhere firmly to that policy in the future. Perfection is our goal and we shall be satisfied with nothing short of its accomplishment.

From our efforts to date have been evolved the Wood Standard, Wood Speedmat, Wood Marathon and Wood Metropolitan Dry Mats. Any of these mats may be had mill conditioned.

WOOD FLONG CORPORATION

STILLWATER, NEW YORK

CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 158)

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Bicknell	*News***	(e)	1,110	1,197	2,307	170	2,477	...	2,477
Clinton	*Clintonian*	(e)	1,470	934	2,404	169	2,573	...	2,573
Columbus	*Republican*	(e)	2,805	1,846	4,651	285	4,936	80	5,016
Crawfordsville	Journal	(m)	....	784	784	.....	784	...	784
	Journal	(e)	1,330	277	1,607	236	1,843	2	1,845
	Total Daily	(a)	1,330	1,061	2,391	236	2,627	2	2,629
	Review	(m)	1,670	3,664	5,334	491	5,825	...	5,825
Elkhart	*Truth*	(e)	9,368	3,710	13,078	462	13,540	19	13,559
Evansville	Courier	(m)	10,909	16,629	27,538	2,255	29,793	48	29,841
	Sunday ed.	(s)	16,201	13,527	29,728	1,404	31,132	53	31,185
	Journal	(x)	6,880	5,071	11,951	433	12,384	6	12,390
	Saturday ed.	(y)	6,807	1,793	8,600	59	8,659	6	8,665
	Press	(e)	17,556	4,371	21,927	487	22,414	41	22,455
	Sunday ed.	(s)	15,111	6,258	21,369	1,755	23,113	42	23,155
Fort Wayne	Journal-Gazette	(m)	16,231	17,904	34,135	7,568	41,703	54	41,757
	Sunday ed.	(s)	18,961	9,372	28,333	2,929	31,262	52	31,314
	News-Sentinel	(e)	25,586	14,784	40,370	4,319	44,689	10	44,699
Gary	*Post-Tribune***	(e)	15,842	1,010	16,852	231	17,082	...	17,082
Goshen	*News-Times*	(e)	2,252	1,102	3,354	193	3,547	1	3,548
Huntingdon	*Herald*	(e)	2,474	1,763	4,237	177	4,414	...	4,414
	Press	(n)	2,594	2,049	4,643	364	5,007	2	5,009
	Sunday ed.	(s)	2,672	2,053	4,725	364	5,089	...	5,089
Indianapolis	*News*	(e)	84,539	23,527	108,066	21,390	129,456	24	129,480
	Star	(m)	51,037	31,137	82,174	23,385	105,559	292	105,851
	Sunday ed.	(s)	76,807	31,207	108,014	28,883	136,897	267	137,164
	Times	(e)	49,065	12,399	61,464	4,026	65,490	118	65,608
Kokomo	Dispatch	(m)	3,738	4,523	8,261	1,769	10,030	167	10,197
	Sunday ed.	(s)	5,180	4,766	9,949	1,770	11,719	...	11,719
	Tribune	(e)	7,043	2,002	9,045	416	9,461	1	9,462
Lafayette	Journal & Courier	(m)	132	7,757	7,889	204	8,093	1	8,094
	Journal & Courier	(e)	8,883	4,671	13,554	491	14,045	31	14,076
	Total Daily	(a)	9,015	12,428	21,443	695	22,138	32	22,170
Logansport	*Pharos-Tribune*	(e)	4,844	4,987	9,831	2,280	12,111	3	12,114
Madison	*Courier*	(e)	1,150	1,805	2,955	443	3,398	1	3,399
Marion	*Chronicle*	(e)	5,727	3,074	8,801	285	9,086	38	9,124
	Leader-Tribune	(m)	4,440	5,188	9,628	329	9,957	29	9,986
	Sunday ed.	(s)	4,593	5,224	9,817	329	10,146	7	10,153
Muncie	*Press*	(e)	7,863	3,477	11,340	823	12,163	...	12,163
	Star	(m)	9,307	10,346	19,653	4,314	23,967	85	24,052
	Sunday ed.	(s)	8,733	5,311	14,044	1,508	15,552	1	15,553
Newcastle	*Courier*	(e)	2,970	1,268	4,238	234	4,472	...	4,472
Peru	*Tribune*	(e)	2,949	1,540	4,489	184	4,673	...	4,673
Richmond	Item	(m)	3,402	9,574	12,976	1,262	14,238	...	14,238
	Sunday ed.	(s)	4,205	9,642	13,847	1,264	15,111	...	15,111
	Palladium	(e)	7,298	5,901	13,199	248	13,447	1	13,448
South Bend	News-Times**	(m)	3,218	5,757	8,975	860	9,835	1	9,836
	*News-Times***	(e)	15,877	1,949	17,826	208	18,034	3	18,037
	Total Daily	(a)	19,095	7,706	26,081	1,068	27,869	4	27,873
	Sunday ed.	(s)	17,304	7,792	25,096	1,077	26,173	...	26,173
	*Tribune***	(e)	15,460	7,089	22,549	2,646	25,195	5	25,200
	Sunday ed.	(s)	14,096	7,181	21,277	2,736	24,013	...	24,013
Terre Haute	*Post*	(e)	10,563	7,894	18,457	1,552	20,009	6	20,015
	Star	(m)	11,680	12,666	24,346	2,458	26,804	6	26,810
	Sunday ed.	(s)	11,951	12,332	24,283	1,885	26,168	31	26,199
	Tribune	(e)	12,195	8,932	21,127	1,928	23,055	6	23,061
	Sunday ed.	(s)	12,112	8,920	21,032	2,200	23,232	4	23,236
Vincennes	Commercial**	(m)	3,477	2,012	5,489	235	5,724	37	5,761
	Sunday ed.	(s)	3,577	2,132	5,709	233	5,942	65	6,007
	*Sun***	(e)	2,488	1,788	4,276	481	4,757	265	5,022

IOWA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Boone	*News-Republican***	(e)	2,967	2,055	5,022	180	5,202	6	5,208
Burlington	*Gazette*	(e)	6,832	4,437	11,269	587	11,856	...	11,856
	Hawk-Eye	(m)	2,702	7,613	10,315	639	10,954	50	11,004
	Sunday ed.	(s)	4,999	7,971	12,970	817	13,787	50	13,837
Cedar Rapids	*Gazette & Republican*	(e)	13,880	13,183	27,063	5,076	32,139	55	32,194
	Sunday ed.	(s)	11,684	13,554	25,238	5,344	30,582	34	30,616
Clinton	*Advertiser*	(e)	3,543	5,381	8,924	806	9,730	5	9,735
	Herald	(e)	4,271	6,862	11,133	926	12,059	39	12,098
Council Bluffs	*Nonpareil***	(x)	7,114	8,090	15,204	952	16,156	...	16,156
	Saturday ed.	(y)	6,919	2,778	9,697	498	10,195	...	10,195
	Sunday ed.	(s)	7,194	8,112	15,306	982	16,288	23	16,311
Davenport	*Democrat & Leader***	(e)	5,654	5,518	11,172	1,893	13,065	30	13,095
	Sunday ed.	(s)	8,062	5,719	13,781	1,920	15,701	8	15,709
	*Times***	(e)	15,727	7,771	23,498	1,424	24,922	23	24,945
Des Moines	Register	(m)	26,780	40,336	67,116	38,838	105,954	60	106,014
	Tribune-Capital	(e)	44,451	59,590	104,041	13,938	117,979	99	118,078
	Total Daily	(a)	71,231	99,926	171,157	52,776	223,933	159	224,092
	Sunday ed.	(s)	41,592	53,957	95,549	63,465	159,014	36	159,050
Dubuque	American								
	Tribune**	(n)	National Distribution				15,546	31	15,577
	*Telegraph-Herald & Times-Journal***	(e)	10,662	21,583	32,245	1,771	34,016	4	34,020
	Sunday ed.	(s)	10,922	21,587	32,509	1,795	34,304	...	34,304
Fort Dodge	*Messenger & Chronicle*	(e)	5,188	5,106	10,294	463	10,757	6	10,763
Fort Madison	*Democrat***	(e)	2,728	1,618	4,346	333	4,679	7	4,686
Iowa City	*Press-Citizen*	(e)	3,562	2,848	6,410	475	6,885	1	6,886
Keokuk	*Gate City & Constitution-Democrat*	(e)	3,311	2,061	5,372	300	5,672	...	5,672
Marshalltown	*Times-Republican***	(e)	3,523	5,705	9,228	1,075	10,303	...	10,303
Mason City	*Globe-Gazette***.	(e)	5,717	8,438	14,155	870	15,025	19	15,044
Muscatine	*Journal & News-Tribune*	(e)	3,801	3,654	7,455	432	7,887	1	7,888
Newton	*News*	(e)	2,274	978	3,252	145	3,397	16	3,413
Ottumwa	*Courier*	(e)	6,288	5,459	11,747	1,983	13,730	115	13,845
Sioux City	Journal	(m)	4,847	16,971	21,818	14,413	36,231	64	36,295
	Journal	(e)	10,740	6,420	17,160	6,250	23,410	26	23,436
	Total Daily	(a)	15,587	23,391	38,978	20,663	59,641	90	59,731
	Sunday ed.	(s)	16,661	18,010	34,671	15,856	50,527	59	50,586
	Tribune	(e)	14,320	24,707	39,027	17,268	56,295	65	56,360
Washington	*Journal*	(e)	1,221	1,405	2,626	266	2,892	...	2,892
Waterloo	*Courier*	(e)	9,030	8,044	17,074	520	17,594	9	17,603
	Tribune	(n)	3,981	8,789	12,770	240	13,010	204	13,214
	Sunday ed.	(s)	4,371	8,815	13,186	240	13,426	160	13,586

KANSAS

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Arkansas City	*Traveler*	(e)	3,512	1,622	5,137	353	5,487	3	5,490
Atchison	*Globe***	(e)	3,311	3,197	6,508	745	7,253	20	7,273
	Sunday ed.	(s)	3,362	3,197	6,559	745	7,304	12	7,316
Emporia	*Gazette***	(e)	3,293	2,287	5,580	564	6,144	4	6,148
Hutchinson	News	(n)	2,321	5,451	7,772	3,422	11,194	2	11,196
	Herald	(e)	6,228	4,993	11,221	4,321	15,542	10	15,552
	Total Daily	(o)	8,549	10,444	18,993	7,743	26,736	12	26,748
	Sunday ed.	(s)	2,732	5,512	8,244	3,471	11,715	1	11,716
Iola	*Register***	(e)	1,566	1,518	3,084	259	3,343	3	3,346
Kansas City	*Kansan*	(e)	19,818	1,165	20,983	614	21,597	26	21,623
	Sunday ed.	(s)	19,871	1,250	21,121	624	21,745	16	21,761
Lawrence	*Journal-World***	(e)	3,045	2,182	5,227	609	5,839	5	5,841
Ottawa	*Herald***	(e)	2,330	1,988	4,318	670	4,988	...	4,988
Parsons	*Sun*	(e)	2,414	1,843	4,257	161	4,418	...	4,418
Pittsburg	*Headlight*	(e)	3,379	3,367	6,746	288	7,034	16	7,050
	Sun	(n)	1,902	3,598	5,500	196	5,696	20	5,716
	Total Daily	(o)	5,281	6,965	12,246	484	12,730	36	12,766
	Sunday ed.	(s)	1,984	3,628	5,612	197	5,809	16	5,825
Salina	*Journal*	(e)	4,205	4,352	8,557	3,132	11,689	12	11,701
Topeka	Capital	(m)	12,330	13,980	26,310	14,386	40,696	193	40,889
	Sunday ed.	(s)	13,936	13,532	27,468	14,167	41,635	167	41,802
	State Journal	(e)	12,227	4,161	16,388	3,939	20,327	9	20,336
Wichita	*Beacon*	(e)	17,755	15,164	32,919	11,674	44,593	66	44,659
	Sunday ed.	(.)	18,405	17,394	35,799	12,598	48,397	56	48,453
	Eagle	(m)	23,196	20,198	43,394	14,186	57,580	221	57,801
	Sunday ed.	(s)	25,166	24,714	49,880	19,348	69,228	227	69,455
	Eagle	(e)	15,587	669	16,256	.....	16,256	45	16,301

KENTUCKY

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Ashland	*Independent***.	(e)	5,328	2,301	7,629	766	8,395	...	8,395
	Sunday ed.	(s)	5,502	2,700	8,202	934	9,136	...	9,136
Bowling Green	*Park City News*.	(e)	2,007	463	2,470	192	2,662	...	2,662
Henderson	Gleaner	(m)	828	1,711	2,539	210	2,749	...	2,749
	Sunday ed.	(s)	1,343	1,732	3,075	209	3,284	...	3,284
Lexington	Herald	(m)	4,880	7,083	11,963	5,471	17,434	304	17,738
	Sunday ed.	(s)	6,086	6,450	12,536	4,829	17,365	734	18,099
	Leader	(e)	8,281	6,718	14,999	5,266	20,265	97	20,362
	Sunday ed.	(s)	8,195	6,871	15,066	5,367	20,433	3	20,436
Louisville	*Courier-Journal*	(m)	44,912	16,620	61,532	27,475	89,007	54	89,061
	Times	(e)	60,783	9,507	70,290	6,611	76,901	82	76,983
	Total Daily	(a)	105,695	26,127	131,822	34,086	165,908	136	166,044
	Sunday ed.	(s)	72,180	16,715	88,895	46,455	135,350	54	135,404
	Herald-Post	(m)	416	3	419	325	744	...	744
	Herald-Post	(e)	42,092	14,904	56,996	13,884	70,880	623	71,503
	Total Daily	(a)	42,508	14,907	57,415	14,209	71,624	623	72,247
	Sunday ed.	(s)	35,189	8,704	43,893	11,909	55,802	8	55,810
Owensboro	*Inquirer***.	(x)	3,235	3,478	6,713	221	6,934	...	6,934
	Sunday ed.	(s)	3,287	3,504	6,791	213	7,004	20	7,024
	Messenger**	(n)	2,725	5,218	7,943	781	8,724	13	8,737
	Sunday ed.	(s)	2,992	5,328	8,320	806	9,126	...	9,126
Paducah	News-Democrat**	(m)	4,239	5,588	9,827	248	10,075	96	10,171
	Sunday ed.	(s)	5,232	5,890	11,122	248	11,370	76	11,446
	*Sun***	(e)							

LOUISIANA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Baton Rouge	*State Times*	(e)	8,066	944	9,010	449	9,459	...	9,459
Monroe	*News-Star***.	(e)	4,976	2,648	7,624	1,493	9,117	40	9,157
New Orleans	*Item*	(x)	50,526	.....	50,526	11,376	61,902	95	61,997
	Sunday ed.	(s)	52,115	.....	52,115	27,710	79,825	20	79,845
	Saturday ed.	(y)	42,868	.....	42,868	11,126	53,994	95	54,089
	States	(x)	40,066	.....	40,066	12,334	52,400	196	52,596
	Saturday ed.	(y)	29,576	.....	29,576	11,618	41,194	122	41,316
	Sunday ed.	(s)	50,606	.....	50,606	38,588	89,194	281	89,475
	Times-Picayune	(m)	57,118	.....	57,118	34,817	91,935	222	92,157
	Sunday ed.	(s)	73,297	.....	73,297	55,186	128,483	206	128,689
	Tribune	(m)	33,403	.....	33,403	2,243	35,646	25	35,671
Shreveport	*Journal***.	(e)	12,779	3,913	16,692	3,946	20,638	...	20,638
	Times**	(m)	13,083	5,824	18,907	19,666	38,573	6	38,579
	Sunday ed.	(s)	17,445	7,853	25,298	26,412	51,710	11	51,721

MAINE

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Augusta	Kennebec Journal	(m)	3,476	6,538	10,014	1,235	11,249	74	11,323
Lewiston	*Journal*	(e)	6,638	3,088	9,726	2,889	12,615	18	12,633
	Sun	(m)	6,852	8,469	15,321	2,439	17,760	1	17,761
	Total Daily	(a)	13,490	11,557	25,047	5,328	30,375	19	30,394
Portland	Press-Herald	(m)	11,109	11,690	22,799	13,636	36,435	177	36,612
	Express	(e)	16,438	7,958	24,396	1,427	25,823	38	25,861
	Total Daily	(a)	27,547	19,648	47,195	15,063	62,258	215	62,473
	Sunday ed.	(s)	14,783	10,779	25,562	13,256	38,818	49	38,867
Skowhegan	Independent Reporter	(d)	1,174	1,764	2,938	1,570	4,508	227	4,735

MARYLAND

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Baltimore	American	(m)	51,716	4,282	55,998	5,011	61,009	296	61,305
	Sunday ed.	(s)	124,179	15,124	139,303	34,991	174,294	189	174,483
	News	(e)	117,969	10,055	128,024	16,959	144,983	28	145,011
	Post	(e)	88,084	1,331	89,415	528	89,943	515	90,458
	Sun	(m)	87,133	11,095	98,228	28,015	126,243	23	126,266
	Sun	(e)	113,061	6,202	119,263	6,088	125,351	151	125,502
	Total Daily	(a)	200,194	17,297	217,491	34,103	251,594	174	251,768
	Sunday ed.	(s)	146,193	15,343	161,536	35,050	196,586	25	196,611
Cumberland	News**	(n)	4,034	3,416	7,450	2,636	10,086	...	10,086
	Sunday ed.	(s)	3,398	3,415	6,813	2,615	9,428	52	9,480
	*Times***.	(e)	8,698	4,977	13,675	1,008	14,683	...	14,683
	Sunday ed.	(s)	6,364	3,906	10,270	558	10,828	...	10,828
Hagerstown	Herald**	(m)	2,578	2,288	4,866	203	5,069	213	5,282
	*Mail***.	(e)	5,718	1,863	7,581	254	7,835	32	7,867
	Total Daily	(a)	8,296	4,151	12,447	457	12,904	245	13,149

MASSACHUSETTS

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Attleboro	*Sun***.	(e)	3,832	1,388	5,220	293	5,513	40	5,553
Boston	Advertiser	(m)	96,275	22,016	118,291	72,623	190,914	...	190,914
	Sunday ed.	(s)	143,204	72,332	215,536	294,657	510,194	...	510,194
	American	(e)	194,995	41,922	236,917	64,772	301,689	...	301,689
	Christian Science Monitor	(e)	National Distribution				98,326	14,634	112,960
Boston	Globe	(m)	62,291	19,880	82,171	53,801	135,972	15	135,987
	Globe	(e)	132,491	16,798	149,289	8,221	157,510	6	157,516
	Sunday ed.	(s)	184,292	53,010	237,302	92,216	329,518	28	329,546
	Total Daily	(a)	194,782	36,678	231,460	62,022	293,482	21	293,503
	Herald	(m)	56,561	15,012	71,573	35,858	107,431	4502	111,933
	Traveler	(e)	126,114	13,223	139,337	11,688	151,025	7	151,032
	Total Daily	(a)	182,675	28,235	210,910	47,546	258,456	4509	262,965
	Sunday ed.	(s)	63,706	22,913	86,619	42,823	129,442	649	130,091
	Post	(m)	212,796	60,131	272,927	130,675	403,602	1059	404,661
	Sunday ed.	(s)	137,629	74,963	212,592	131,426	344,018	546	344,564
	Transcript	(x)	23,109	3,477	26,586	6,468	33,054	...	33,054
	Saturday ed.	(y)	32,477	6,588	39,065	10,861	49,926	...	49,926
Brockton	*Times***.	(e)	4,014	7,104	11,118	393	11,511	23	11,534
Clinton	*Item*	(e)	2,519	184	2,703	63	2,766	2	2,768
Fall River	*Herald News***.	(e)	18,247	3,163	21,410	698	22,108	...	22,108
Fitchburg	*Sentinel*	(e)	8,919	2,453	11,372	467	11,839	140	11,979
Gloucester	*Times***.	(e)	5,707	1,092	6,799	565	7,364	...	7,364
Haverhill	*Gazette*	(e)	12,876	2,848	15,724	487	16,211	2	16,213
Lawrence	Eagle	(m)	1,837	134	1,971	37	2,008	...	2,008
	Tribune	(e)	15,322	5,634	20,956	945	21,901	...	21,901
	Total Daily	(a)	17,159	5,768	22,927	982	23,909	...	23,909
Lynn	*Item*	(e)	14,327	1,829	16,156	670	16,826	5	16,831
	Telegram-News	(e)	14,873	1,914	16,787	435	17,222	...	17,222
	Sunday ed.	(s)	13,625	3,251	16,876	236	17,112	77	17,189
New Bedford	Mercury**	(m)	7,128	831	7,959	729	8,688	271	8,959
	*Standard***.	(e)	16,832	4,950	21,782	1,974	23,756	4	23,760
	Total Daily	(a)	23,960	5,781	29,741	2,703	32,444	275	32,719
	Sunday ed.	(s)	17,730	5,510	23,240	5,708	28,948	120	29,068
	*Times***.	(e)	14,423	3,737	18,160	3,207	21,367	6	21,373

(Continued on page 162)

Baltimore *"goes in"* for Sunday
and for the Sunday BALTIMORE AMERICAN

In nearly 175,000* homes this newspaper is as much a part of *the day* as is the family Sunday dinner

BALTIMOREANS enjoy their Sunday "*at-homes*". To stroll along the residential streets on a Sunday convinces one of this fact. Also the fact that the BALTIMORE AMERICAN "*goes into*" 77 per cent of the *Sunday-loving* homes.

The popularity of this paper is due to its greater number of Sunday features, appealing to more members of the family, than is the case with any other local Sunday newspaper.

Both Local and National advertisers are becoming aware of this extremely high percentage of "*circulation coverage*" as provided by the Sunday AMERICAN. Also of the reader-interest this paper has won among Baltimoreans of every means and age.

The Sunday
BALTIMORE AMERICAN
registered the largest gain in
National Advertising
of any Sunday paper in Baltimore during 1927.

The Sunday AMERICAN'S 1927 gain in National Advertising lists the largest increase of any Sunday paper in these National classifications; confectionery, electrical products, foods, men's wear, tobacco, cosmetics, moving pictures and financial advertising.

The Sunday
BALTIMORE AMERICAN
was the *only* Sunday paper in Baltimore to show a gain in
Local Advertising
during 1927

This twelve-month gain in Local Advertising shows leading gains (Sunday papers) in the following local classifications: automobile, foods, furniture, musical instruments, radio, women's shops, and financial advertising.

See that the Baltimore campaign "goes into" the Sunday BALTIMORE AMERICAN and then see the product "go into" Baltimore homes.

Sunday
Baltimore American

***A. B. C. Statement, Sept. 30, 1927**
174,483 net paid circulation

REPRESENTATIVES:
E. M. BURKE, Inc., 420 Lexington Ave., New York — E. M. BURKE, INC., 122 S. MICHIGAN AVE., CHICAGO

CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 160)

MASSACHUSETTS—Continued

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Newburyport	*News***	(e)	3,613	1,627	5,240	286	5,526	...	5,526
North Adams	*Transcript*	(e)	5,192	4,420	9,612	869	10,481	...	10,481
Northampton	*Gazette*	(e)	4,891	2,226	7,117	251	7,368	...	7,368
Pittsfield	*Berkshire Eagle*	(e)	11,389	6,169	17,558	750	18,308	...	18,308
Salem	*News***	(e)	10,241	10,551	20,792	614	21,405	...	21,406
Springfield	*News*	(e)	19,797	20,265	40,062	523	40,585	1	40,586
	Union	(e)	20,459	10,167	30,626	1,850	32,476	18	32,494
	Union	(m)	13,829	18,660	32,489	2,916	35,405	5	35,410
	Republican	(m)	6,371	7,397	13,768	8,829	22,597	4	22,601
	Total Daily	(a)	60,456	56,489	116,945	14,118	131,063	28	131,091
	Sunday ed.	(s)	26,665	28,265	54,930	11,604	66,534	12	66,546
Taunton	*Gazette***	(e)	8,245	617	8,862	362	9,224	51	9,275
Worcester	*Post***	(e)	21,476	6,697	28,473	359	28,832	768	29,600
	*Gazette***	(e)	32,208	19,959	51,767	3,842	55,609	1	55,610
	Telegram**	(m)	24,577	13,743	38,320	5,989	44,309	237	44,546
	Total Daily	(a)	56,785	33,302	90,087	9,831	99,918	238	100,156
	Sunday ed.	(s)	30,085	16,401	46,486	4,954	51,440	92	51,532

MICHIGAN

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Adrian	*Telegram*	(e)	3,511	5,967	9,478	759	10,237	...	10,237
Ann Arbor	*Times-News***	(e)	6,883	2,626	9,509	677	10,186	65	10,251
Battle Creek	*Enquirer-News*	(x)	8,958	3,902	12,860	274	13,134	33	13,167
	Saturday ed.	(y)	8,776	1,733	10,509	.....	10,509	33	10,542
	Sunday ed.	(s)	9,002	3,910	12,912	277	13,189	125	13,314
	Moon-Journal	(e)	7,414	1,937	9,351	290	9,641	73	9,714
Bay City	*Times*	(x)	11,327	6,012	17,339	1,158	18,497	5	18,502
	Saturday ed.	(y)	11,330	3,433	14,763	755	15,518	2	15,520
	Sunday ed.	(s)	11,115	5,432	16,547	1,087	17,634	3	17,637
Detroit	Free Press	(m)	157,748	24,152	181,900	45,985	227,885	1409	229,294
	Sunday ed.	(s)	123,138	40,075	163,213	112,548	275,761	255	276,016
	News	(e)	247,154	59,706	306,860	17,334	324,194	45	324,239
	Sunday ed.	(s)	213,403	65,829	279,232	67,416	346,648	228	346,876
	Times	(x)	262,986	36,206	299,192	27,594	326,786	7	326,793
	Sunday ed.	(s)	178,478	47,395	225,873	96,969	322,842	253	323,095
	Saturday ed.	(y)	192,623	31,424	224,047	23,254	247,301	...	247,301
Flint	*Journal*	(x)	32,971	9,401	42,372	1,386	43,758	4	43,762
	Saturday ed.	(y)	32,961	6,929	39,890	1,239	41,129	25	41,154
	Sunday ed.	(s)	30,421	7,936	38,357	787	39,144	34	39,178
Grand Rapids	Herald	(m)	12,428	10,056	22,484	11,337	33,821	592	34,413
	Sunday ed.	(s)	21,075	8,462	29,537	3,103	32,640	2	32,642
	Press	(e)	47,874	28,590	76,464	14,220	90,684	...	90,684
Hillsdale	*News*	(e)	1,478	3,352	4,830	275	5,105	6	5,111
Jackson	*Citizen-Patriot*	(x)	15,964	10,472	26,436	2,199	28,635	12	28,647
	Saturday ed.	(y)	15,445	4,620	20,065	864	20,929	...	20,929
	Sunday ed.	(s)	15,282	10,140	25,422	2,133	27,555	11	27,566
Kalamazoo	*Gazette***	(e)	16,316	10,502	26,818	1,759	28,577	...	28,577
	Sunday ed.	(s)	15,318	10,619	25,937	1,799	27,736	...	27,736
Lansing	*Capital-News***	(e)	7,494	4,097	11,591	395	11,986	131	12,117
	*State Journal***	(e)	20,355	12,543	32,898	7,468	40,366	91	40,457
Ludington	*News*	(e)	2,033	1,827	3,860	233	4,093	...	4,093
	Sunday ed.	(s)	2,032	1,839	3,871	235	4,106	...	4,106
Marquette	Mining Journal	(m)	2,707	3,354	6,061	1,943	8,004	45	8,049
Monroe	*News*	(e)	3,351	2,064	5,415	222	5,637	...	5,637
Muskegon	*Chronicle*	(e)	14,815	3,072	17,887	338	18,225	1	18,226
Pontiac	*Press*	(e)	14,104	8,809	22,193	1,061	23,254	70	23,324
Port Huron	*Times-Herald*	(e)	8,232	11,775	20,007	472	20,479	151	20,630
Saginaw	*News*	(b)	18,536	7,096	25,632	1,343	26,975	5	26,980
	Monday ed.	(c)	18,503	2,719	21,222	844	22,066	5	22,071
	Sunday ed.	(s)	18,061	6,652	24,713	1,262	25,975	5	25,980
St. Joseph	*Herald-Press*	(e)	1,795	2,556	4,351	459	4,810	4	4,814
Three Rivers	*Commercial*	(e)	1,528	997	2,525	122	2,647	...	2,647

MINNESOTA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Duluth	*Herald*	(e)	22,483	11,914	34,397	7,949	42,346	61	42,407
	News-Tribune	(m)	18,015	11,479	29,494	2,336	31,830	35	31,865
	Sunday ed.	(s)	18,322	11,619	29,941	1,044	30,985	23	31,008
Fairmont	*Independent*	(e)	475	1,634	2,109	338	2,447	10	2,457
Hibbing	*Tribune*	(e)	2,962	1,925	4,887	195	5,082	2	5,084
Mankato	*Free Press***	(e)	3,295	3,259	6,554	626	7,180	7	7,187
Minneapolis	*Journal*	(e)	63,646	3,979	67,625	46,799	114,414	674	115,088
	Sunday ed.	(s)	73,353	6,257	81,610	78,247	159,857	155	160,012
	Star	(e)	45,697	1,029	46,726	19,962	66,688	243	66,931
	Tribune	(m)	43,981	3,826	47,817	27,381	75,198	162	75,360
	Tribune	(e)	43,798	1,924	45,722	19,763	65,485	452	65,937
	Total Daily	(a)	87,779	5,760	93,539	47,244	140,683	614	141,297
	Sunday ed.	(s)	78,923	6,894	85,817	78,084	163,901	259	164,160
St. Cloud	*Journal-Press*	(e)	2,457	1,506	3,963	403	4,366	...	4,366
St. Paul	*Dispatch*	(e)	54,559	4,820	59,379	32,307	91,686	394	92,080
	Pioneer-Press	(m)	50,443	6,563	57,006	19,324	76,330	405	76,735
	Total Daily	(a)	105,002	11,383	116,385	51,631	168,016	799	168,815
	Sunday ed.	(s)	54,210	5,968	60,178	91,274	151,452	156	151,608
	News	(e)	43,030	4,703	47,733	41,201	88,934	421	89,355
	Sunday ed.	(s)	36,032	4,107	40,139	18,679	58,818	147	58,965
South St. Paul	*Reporter*	(e)	1,481	.....	1,481	799	2,280	2715	4,995
Winona	*Republican-Herald*	(e)	4,874	6,772	11,646	1,209	12,855	25	12,880

MISSISSIPPI

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Biloxi-Gulfport	*Herald*	(e)	4,473	1,977	6,450	350	6,800	26	6,826
Jackson	*News*	(e)	6,846	3,045	9,891	6,247	16,138	...	16,138
	Sunday ed.	(s)	6,532	3,095	9,627	5,933	15,580	...	15,580
Meridian	*Star*	(e)	5,443	8,945	14,388	844	15,232	59	15,291
	Sunday ed.	(s)	5,388	8,965	14,353	853	15,206	40	15,246
Vicksburg	*Post***	(e)	4,181	.....	4,181	1,190	5,371	63	5,434

MISSOURI

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Cape Girardeau	*S. E. Missourian*	(e)	3,026	3,437	6,463	960	7,423	8	7,431
Columbia	*Missourian*	(e)	2,040	275	2,315	711	3,026	304	3,330
	Tribune	(e)	2,522	1,523	4,045	607	4,652	127	4,779
Grant City	Tribune	(w)	232	783	1,015	409	1,424	...	1,424
Hannibal	*Courier-Post & Journal*	(e)	4,211	2,182	6,393	328	6,721	1	6,722
Jefferson City	*Post Tribune*	(e)	2,987	282	3,169	1,834	5,003	...	5,003
Joplin	Globe**	(m)	7,036	15,296	22,332	1,751	24,083	282	24,365
	News-Herald	(e)	6,873	6,059	12,932	250	13,182	109	13,291
	Total Daily	(a)	13,909	21,355	35,264	2,001	37,265	391	37,656
	Sunday ed.	(s)	8,271	17,079	25,350	2,111	27,461	169	27,630
Kansas City	Journal	(m)	54,033	21,539	75,572	50,333	125,905	795	126,700
	Post	(e)	66,497	21,860	88,357	49,653	138,010	25	138,035
	Total Daily	(a)	120,530	43,399	163,929	99,986	263,915	820	264,735
	Sunday ed.	(s)	67,025	23,260	90,285	65,546	155,831	792	156,623
	Times	(m)	140,139	24,107	164,246	77,921	242,167	392	242,559
	Star	(e)	144,953	24,227	169,180	77,654	246,834	323	247,157
	Total Daily	(a)	285,192	48,334	334,426	155,575	489,001	715	490,716
	Sunday ed.	(s)	140,892	27,070	167,952	115,863	283,815	403	284,218
Maryville	*Democrat-Forum & Tribune***	(e)	1,174	2,693	3,867	545	4,412	5	4,417
Mexico	*Ledger***	(e)	881	270	1,151	99	1,250	3	1,253

MISSOURI—Continued

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
St. Joseph	Gazette**	(m)	9,027	7,680	16,707	6,022	22,729	584	23,313
	Sunday ed.	(s)	12,539	7,435	19,974	5,830	25,804	273	26,077
	*News-Press***	(e)	19,040	10,148	29,188	10,724	39,912	...	39,912
St. Louis	Globe-Democrat	(m)	156,432	18,945	175,377	86,511	261,888	824	262,712
	Sunday ed.	(s)	129,172	18,359	147,531	100,875	248,406	424	248,830
	Post-Dispatch	(e)	185,766	14,854	200,620	33,781	234,491	12	234,503
	Sunday ed.	(s)	209,240	23,261	232,501	126,906	359,407	325	359,732
	Star	(e)	100,746	8,969	109,715	12,281	121,996	15	122,011
	Times	(e)	51,580	3,499	55,079	14,397	69,476	6	69,482
Springfield	*Leader*	(e)	13,017	9,271	22,288	3,627	25,915	106	26,021
	Sunday ed.	(s)	12,980	8,907	21,887	3,462	25,529	36	25,565
	News	(m)	6,776	10,217	16,993	4,197	21,190	414	21,604
	Sunday ed.	(s)	6,737	10,278	17,015	4,203	21,218	414	21,632

MONTANA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Anaconda	Standard**	(m)	5,560*	909	6,369	2,159	8,528	...	8,528
	Sunday ed.	(s)	7,430*	1,277	8,707	3,312	12,019	16	12,035
	(*City circulation includes Butte, 3,518 daily; 5,217 Sunday.)								
Billings	Gazette**	(m)	1,613	3,717	5,330	2,351	7,681	90	7,771
	*Gazette***	(e)	1,814	123	1,937	1	1,938	...	1,938
	Total Daily	(a)	3,427	3,840	7,267	2,352	9,619	90	9,709
	Sunday ed.	(s)	3,480	3,963	7,443	2,488	9,931	98	10,029
Butte	Miner**	(m)	7,908*	1,947	9,855	2,740	12,595	...	12,595
	Sunday ed.	(s)	13,121*	2,718	15,849	5,638	21,487	...	21,487
	(*City circulation includes Anaconda, 729 daily; 1,332 Sunday)								
	*Post***	(e)	9,223*	1,187	10,410	406	10,816	...	10,816
	(*City circulation includes Anaconda, 1,160 daily.)								
Great Falls	*Leader***	(e)	2,327	165	2,492	248	2,740	8	2,748
	Tribune**	(m)	5,196	3,091	8,287	5,926	14,213	56	14,269
	Sunday ed.	(s)	6,204	3,363	9,567	6,817	16,384	53	14,437
Helena	*Record-Herald***	(e)	2,200	482	2,682	2,192	4,874	...	4,874
Missoula	Missoulian**	(m)	2,381	1,695	4,076	684	4,760	...	4,760
	*Sentinel***	(e)	1,923	237	2,160	32	2,192	...	2,192
	Total Daily	(a)	4,304	1,932	6,236	716	6,952	...	6,952
	Sunday ed.	(s)	3,488	2,117	5,605	750	6,355	71	6,426

NEBRASKA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Fremont	*Tribune*	(e)	2,679	3,356	6,035	734	6,769	8	6,777
Grand Island	*Independent*	(e)	3,841	3,130	6,971	1,174	8,145	7	8,152
Hastings	*Tribune*	(e)	3,441	4,622	8,063	991	9,054	20	9,074
Lincoln	*Star*	(e)	12,256	13,682	25,938	7,455	33,393	36	33,429
	Sunday ed.	(s)	11,970	9,626	21,596	5,664	27,260	5	27,265
	Journal	(m)	5,367	9,125	14,492	6,242	20,734	...	20,734
	Journal	(e)	11,109	4,605	15,714	888	16,602	...	16,602
	Total Daily	(a)	16,476	13,730	30,206	7,130	37,336	...	37,336
	Sunday ed.	(s)	11,496	10,504	22,000	5,747	27,747	...	27,747
Norfolk	*News*	(e)	1,880	4,260	6,140	2,790	8,930	37	8,967
Omaha	Bee-News	(m)	10,665	9,255	19,920	60,605	80,525	1,309	81,834
	Bee-News	(e)	40,179	5,147	45,326	7,144	52,470	233	52,703
	Total Daily	(a)	50,844	14,402	65,246	67,749	132,995	1,542	134,537
	Sunday ed.	(s)	42,973	14,988	57,961	71,777	129,738	1,023	130,761
	World-Herald	(m)	9,239	9,501	18,740	38,708	57,448	67	57,515
	World-Herald	(e)	48,617	5,167	53,784	3,992	57,776	69	57,845
	Total Daily	(a)	57,856	14,668	72,524	42,700	115,224	136	115,360
	Sunday ed.	(s)	54,112	15,123	69,235	47,237	116,472	40	116,512

NEVADA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Reno	*Gazette*	(e)	3,397	1,004	4,401	2,167	6,568	...	6,568
	State Journal	(m)	2,357	1,126	3,483	3,685	7,168	25	7,193
	Sunday ed.	(s)	2,625	1,150	3,775	3,720	7,495	26	7,521

NEW HAMPSHIRE

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Concord	*Monitor-Patriot*	(e)	4,975	887	5,862	382	6,244	35	6,279
Manchester	Union	(m)	1,672	4,716	6,388	9,597	15,985	13	15,998
	Leader	(e)	13,385	1,182	14,567	461	15,028	...	15,028
	Total Daily	(a)	15,057	5,898	20,955	10,058	31,013	13	31,026

NEW JERSEY

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Asbury Park	*Press*	(e)	7,562	3,320	10,882	195	11,077	17	11,094
	Sunday ed.	(s)	4,220	1,552	5,772	150	5,922	3	5,925
Atlantic City	Press	(m)	18,333	4,947	23,280	694	23,974	631	24,605
	Union	(e)	12,101	4,077	16,178	218	16,396	32	16,428
	Total Daily	(a)	30,434	9,024	39,458	912	40,370	663	41,033
	Sunday ed.	(s)	14,691	4,423	19,114	631	19,745	222	19,967
Bayonne	*Times*	(e)	11,852	.....	11,852	187	12,039	...	12,039
Camden	*Courier*	(e)	25,641	25,714	51,355	531	51,886	34	51,920
	Post	(m)	5,311	7,237	12,548	371	12,919	2	12,921
	Total Daily	(a)	30,952	32,951	63,903	902	64,805	36	64,841
Elizabeth	*Journal*	(e)	16,886	7,397	24,283	1,280	25,563	3	25,566
	Times	(e)	4,041	3,034	7,075	157	7,232	...	7,232
Hackensack	*Bergen Record***	(e)	3,591	9,709	13,300	430	13,730	8	13,738
Hoboken	*Jersey Observer*	(e)	37,119	2,457	39,576	845	40,421	...	40,421
Jersey City	*Jersey Journal*	(e)	40,031	.....	40,031	1,198	31,229	...	41,229
Newark	Sunday Call	(s)	63,705	4,998	68,703	10,406	79,109	144	79,253
	Ledger	(m)	52,610	2,471	55,081	1,643	56,724	...	56,724
	Sunday ed.	(s)	35,899	3,105	39,004	2,184	41,188	...	41,188
	News	(e)	107,986	6,034	114,020	14,549	128,569	29	128,598
	Star-Eagle	(e)	89,781	2,436	92,217	7,814	100,031	1	100,032
Passaic	*Herald*	(e)	13,428	2,008	15,436	156	15,592	161	15,753
	News	(e)	11,110	3,383	14,493	337	14,830	205	15,035
Paterson	Call**	(m)	13,251	5,199	18,450	642	19,092	12	19,104
	*News***	(e)	10,728	3,034	13,762	261	14,023	42	14,065
	*Press-Guardian***	(e)	11,730	4,792	16,522	280	16,802	...	16,802
	Sunday ed.	(s)	10,317	1,826	12,143	50	12,193	...	12,193
Perth Amboy	*News***	(e)	6,187	5,293	11,480	177	11,657	7	11,664
Plainfield	*Courier News*	(e)	7,900	1,979	9,879	266	10,145	41	10,186
Trenton	State Gazette	(m)	13,306	2,482	15,788	394	16,182	180	16,362
	Times	(e)	29,394	12,093	41,487	1,747	43,234	...	43,234
	Total Daily	(a)	42,700	14,575	57,275	2,141	59,416	180	59,596
	Sunday ed.	(s)	23,725	7,010	30,735	1,269	32,004	...	32,004
Union City	Hudson Dispatch	(m)	12,582	2,741	15,323	195	15,518	51	15,569
Wildwood	Leader	(t)	1,908	967	2,875	1,629	4,504	...	4,504

NEW MEXICO

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Albuquerque	Journal	(m)	5,318	2,415	7,733	2,558	10,291	50	10,341
	Journal	(e)	5,413	981	6,394	71	6,465	44	6,509
	Combined Daily	(me)	10,731	3,391	14,127	2,629	16,756	94	16,850
	Sunday ed.	(s)	5,852	2,611	8,463	2,595	11,058	68	11,126
	State Tribune	(e)	5,550	2,039	7,589	4,886	12,475	54	12,529

NEW YORK

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Inc. Bulk
Albany	Knickerbocker Press	(m)	14,280	9,910	24,190	11,317	35,507	...	35,507
	Sunday ed.	(s)	20,269	20,644	40,913	14,401	55,314	...	55,314
	News	(e)	21,405	14,625	36,030	12,393	48,423	...	48,423
	Sunday Telegram	(s)	6,622	12,467	19,089	993	20,082	3,000	23,082
	Times-Union	(e)	24,836	11,738	36,574	9,965	46,539	...	46,539
Amsterdam	*Recorder*	(e)	6,038	1,094	7,132	397	7,529	3	7,532
Batavia	*News*	(e)	4,208	4,500	8,708	647	9,355	...	9,355
Binghamton	*Press***	(e)	20,814	11,089	31,903	4,599	36,502	9	36,511
	Sun**	(m)	11,535	7,709	19,244	3,449	22,693	19	22,712
Bronx & Manhattan	*Home News*	(e)	87,986	.....	87,986	.....	87,986	...	87,986
	Sunday ed.	(s)	95,331	.....	95,331	.....	95,331	...	95,331

(Continued on page 164)

MOUNT VERNON
AND
NEW ROCHELLE

The Twin Cities of Westchester County, N. Y.

Mount Vernon 55,544; New Rochelle 47,300

(Population Estimated 1928)

Are covered almost 100 per cent by the

Daily Argus — Standard-Star

Mount Vernon — **New Rochelle**

These papers also cover the adjacent territory, the Pelhams, Tuckahoe, Bronxville, Wakefield, Sherwood Park, Larchmont, Quaker Ridge, etc., with an estimated population of over 50,000.

The largest newspaper circulation in Westchester County under one ownership. Two complete plants—one in Mount Vernon and one in New Rochelle.

These newspapers are the only publications printed in their respective communities. They have a constantly growing circulation, being essentially local or home papers, and in fast increasing numbers the only daily papers, as their news service is made complete with the full leased wire reports of the United Press and the International News.

Publishers

Westchester Newspapers Inc.

Franklin A. Merriam, Pres.; T. Harold Forbes, Vice-Pres.; Francis T. Hunter, Vice-Pres. and Treas.; Maurice S. Porter, Sec.

Represented in the National Field by

Ingraham-Powers, Inc.

350 Madison Ave., New York
19 So. La Salle St., Chicago, Ill.

CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 162)

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
NEW YORK—Continued									
Brooklyn	*Eagle*	(e)	65,556	8,621	74,177	3,161	77,338	...	77,338
	Sunday ed.	(s)	74,891	8,605	83,496	4,418	87,914	...	87,914
	Standard Union	(e)	67,090	742	67,832	334	68,166	65	68,231
	Sunday ed.	(s)	69,351	1,914	71,265	413	71,678	...	71,678
	Times	(e)	81,267	11,010	92,277	158	92,435	2	92,437
	Sunday ed.	(s)	72,805	10,058	82,863	88	82,951	4	82,955
Buffalo	Courier-Express	(m)	82,466	25,310	107,776	13,050	120,826	1,705	122,531
	Sunday ed.	(s)	85,382	38,172	123,554	36,246	159,800	775	160,575
	News	(e)	99,811	31,203	131,014	21,660	152,674	10	152,684
	Times	(e)	80,806	18,610	99,416	11,806	111,222	...	111,222
	Sunday ed.	(s)	54,186	20,083	74,269	50,811	125,080	400	125,480
Corning	*Leader*	(e)	4,589	3,787	8,376	665	9,041	7	9,048
Dunkirk	*Observer*	(e)	3,475	727	4,202	125	4,327	99	4,426
Elmira	Advertiser	(m)	3,584	3,099	6,683	1,956	8,639	...	8,639
	Star-Gazette	(e)	13,750	10,541	24,291	1,758	26,049	...	26,049
	Total Daily	(a)	17,334	13,640	30,974	3,714	34,688	...	34,688
Freeport	*Review*	(e)	9,113	963	10,076	1,410	11,486	8	11,494
Geneva	*Times*	(e)	2,973	2,532	5,505	218	5,723	...	5,723
Glens Falls	Post-Star	(m)	4,412	4,659	8,801	1,213	10,014	6	10,020
	Times	(e)	3,224	2,421	5,645	251	5,896	...	5,896
	Combined Daily	(me)	7,366	7,080	14,446	1,464	15,910	6	15,916
Gloversville	Herald	(m)	3,251	2,098	5,349	310	5,659	...	5,659
	Leader-Republican	(e)	6,623	440	7,063	256	7,319	1	7,320
Hudson	*Register***	(e)	1,715	831	2,546	155	2,701	...	2,701
	Star**	(m)	1,164	2,056	3,220	215	3,435	2	3,437
Ithaca	*Journal-News*	(e)	5,076	1,958	7,034	596	7,630	38	7,668
Jamaica	*L. I. Press*	(e)	20,279	83	20,362	63	20,425	364	20,789
Jamestown	*Journal***	(e)	7,722	1,626	9,348	294	9,642	...	9,642
	Post**	(m)	6,692	4,524	11,216	696	11,912	92	12,004
Kingston	*Freeman*	(e)	6,680	1,178	7,858	264	8,122	2	8,124
Lockport	*Union-Sun & Journal*	(e)	5,377	2,742	8,119	279	8,398	76	8,474
L. I. City	*Star*	(e)	24,993	67	25,060	89	25,149	...	25,149
Middletown	*Times-Herald***	(e)	4,951	3,540	8,491	2,148	10,639	40	10,679
Mt. Vernon	*Argus*	(e)	7,785	1,200	8,985	678	9,663	...	9,663
Newburgh	*News***	(e)	7,741	4,305	12,046	343	12,389	1	12,390
Beacon	*News***	(e)	2,065	754	2,819	69	2,888	26	2,914
	Total Daily	(e)	9,806	5,059	14,865	412	15,277	27	15,304
New Rochelle	*Standard-Star***	(e)	7,489	370	7,859	247	8,106	5	8,111
New York	American	(m)	152,604	49,009	201,613	26,340	227,953	16	227,969
	Sunday ed.	(s)	463,479	292,246	755,725	343,988	1,099,713	22	1,099,735
	Graphic	(e)	215,287	28,361	243,648	38,587	282,235	...	282,235
	Herald Tribune	(m)	146,822	95,001	241,823	58,067	299,890	2,708	302,598
	Sunday ed.	(s)	148,580	105,318	253,898	117,997	371,895	1,589	373,484
	Journal	(e)	524,298	120,818	645,116	35,284	680,400	281	680,681
	Mirror	(m)	273,564	55,111	328,675	120,694	449,369	...	449,369
	News	(m)	978,621	156,462	1,135,083	73,911	1,208,994	...	1,208,994
	Sunday ed.	(s)	806,147	247,563	1,053,710	320,308	1,374,018	...	1,374,018
	Post	(e)	58,574	5,841	64,415	4,050	68,465	12	68,477
	Sun	(e)	239,029	26,935	265,964	10,704	276,668	...	276,668
	Telegram	(e)	200,689	22,753	223,442	5,542	228,984	...	228,984
	Times	(m)	226,828	74,612	301,440	82,733	384,173	8,627	392,800
	Sunday ed.	(s)	267,778	112,440	380,218	269,371	649,589	6,749	656,338
	World	(e)	264,413	36,375	300,788	13,064	313,852	209	314,061
	World	(m	274,059	33,059	307,911	27,884	335,795	85	335,880
	Sunday ed.	(s)	415,052	76,710	491,762	79,153	570,915	266	571,181
Niagara Falls	*Gazette*	(e)	15,727	5,407	21,134	1,881	23,015	8	23,023
No. Tonawanda	*News*	(e)	4,674	22	4,696	94	4,790	...	4,790
Ogdensburg	Republican-Journal	(m)	2,898	2,438	5,336	567	5,903	129	6,032
Olean	*Times*	(e)	4,399	3,806	8,205	391	8,596	13	8,609
Ossining	*Citizen-Sentinel*	(e)	1,663	12	1,675	29	1,704	5	1,709
Port Chester	*Item*	(e)	3,830	1,084	4,914	114	5,028	55	5,083
Port Jervis	*Union-Gazette*	(e)	2,639	347	2,986	138	3,124	2	3,126
Poughkeepsie	*Star & Enterprise*	(e)	9,443	3,733	13,176	223	13,399	...	13,399
Rochester	Democrat & Chronicle	(m)	42,972	30,445	73,417	9,620	83,037	9	83,046
	Sunday ed.	(s)	58,993	25,047	84,040	4,018	88,058	15	88,073
	Journal & Post-Express	(e)	36,406	7,717	44,123	3,517	47,640	...	47,640
	Sunday ed.	(s)	33,700	15,674	49,374	15,941	65,315	...	65,315
	Times-Union	(e)	54,851	20,914	75,765	4,673	80,438	3	80,441
Saratoga Sp'gs	*Saratogian*	(e)	4,151	5,040	9,191	444	9,635	...	9,635
Schenectady	Gazette	(m)	18,342	3,976	22,318	878	23,196	...	23,196
	Union-Star	(e)	14,005	2,079	16,084	789	16,873	...	16,873
Staten Island	*Advance*	(e)	18,192	....	18,192	174	18,366	14	18,380
Syracuse	*Herald*	(e)	30,907	14,128	45,035	6,620	51,655	12	51,667
	Sunday ed.	(s)	29,369	19,869	49,238	31,581	80,819	27	80,846
	Journal	(e)	34,133	20,457	54,590	12,247	66,837	80	66,917
	Sunday ed.	(s)	18,546	13,667	32,212	55,772	87,985	32	88,017
	Post-Standard	(m)	24,496	18,999	43,495	17,063	60,558	...	60,558
	Sunday ed.	(s)	18,120	16,974	35,094	31,261	66,355	...	66,355
Tarrytown	*News*	(e)	2,232	260	2,492	88	2,580	...	2,580
Troy	Record	(m)	2,859	1,138	3,997	1,559	5,556	...	5,556
	Record	(e)	11,388	3,870	15,258	2,360	17,618	...	17,618
	Total Daily	(a)	14,247	5,008	19,255	3,919	23,174	...	23,174
Utica	*Observer-Dispatch***	(e)	21,438	11,670	33,108	1,663	34,771	...	34,771
	Sunday ed.	(s)	14,594	6,943	21,537	986	22,523	...	22,523
	Press**	(m)	11,019	12,328	23,347	2,963	26,310	260	26,570
Watertown	*Standard*	(e)	4,848	7,035	11,883	6,175	18,058	3	18,061
	Times	(e)	4,474	7,914	12,688	5,923	18,611	...	18,611
Yonkers	*Herald*	(e)	12,997	284	13,281	257	13,538	23	13,561
	Statesman	(e)							
NORTH CAROLINA									
Asheville	Citizen**	(m)	8,717	8,455	17,172	1,701	18,873	20	18,893
	Sunday ed.	(s)	9,039	8,592	17,631	1,709	19,340	31	19,371
	*Times***	(e)	9,231	6,789	16,020	1,534	17,554	141	17,695
	Sunday ed.	(s)	8,031	6,927	14,958	1,624	16,582	94	16,676
Charlotte	*News*	(e)	11,800	8,275	20,755	284	20,039	202	20,241
	Sunday ed.	(s)	10,537	9,900	20,437	296	20,733	200	20,933
	Observer	(m)	11,323	23,407	34,730	4,926	39,656	219	39,875
	Sunday ed.	(s)	11,413	25,146	36,559	5,721	42,280	209	42,489
Durham	Herald	(m)	8,833	3,650	12,483	324	12,807	211	13,018
	Sunday ed.	(s)	8,959	3,536	12,495	314	12,809	98	12,907
Greensboro	News	(m)	9,235	12,576	21,811	9,168	30,979	36	31,015
	Sunday ed.	(s)	9,595	13,295	22,890	10,808	33,698	24	33,722
Kinston	*Free Press*	(e)	1,831	1,377	3,208	155	3,363	...	3,363
Raleigh	News & Observer	(m)	5,819	10,536	16,355	21,012	37,367	9	37,376
	Sunday ed.	(s)	6,595	9,820	16,415	22,200	38,615	16	38,631
	Times	(e)	6,361	5,439	11,800	897	12,697	...	12,697
Salisbury	*Post*	(e)	4,781	3,438	8,219	205	8,424	...	8,424
	Sunday ed.	(s)	4,374	3,432	7,806	204	8,010	...	8,010
Wilmington	Star	(m)	4,858	2,412	7,270	648	7,918	14	7,932
	Sunday ed.	(s)	5,588	2,031	7,619	663	8,282	20	8,302
Winston-Salem	Salem Journal	(m)	7,540	6,359	13,899	2,254	16,153	215	16,368
	Sentinel	(e)	12,971	4,318	17,289	1,048	18,337	48	18,385
	Total Daily	(a)	20,511	10,677	31,188	3,302	34,490	263	34,753
	Sunday ed.	(s)	7,372	3,557	10,929	1,394	12,303	232	12,535

(Continued on page 166)

Greensboro's Population Passes the 50,000 Mark!

The United States Census Bureau estimate of populations gives Greensboro, N. C., 50,300 inhabitants as of July 1, 1927, a gain of 3,168 over the preceding year's estimate.

Nineteen twenty-seven was the best year for local textile mills since 1920. All mills are working full time and one is to be greatly enlarged.

$4,000,000 PUBLIC IMPROVEMENT PROGRAM.

Contracts for schools, churches, railway underpasses and other public building work for 1928 already exceed $4,000,000. With wide streets for parking and grade crossings largely eliminated, Greensboro is by far the most pleasant North Carolina town in which to shop—and is the natural retail outlet of Piedmont North Carolina.

OTHER GREENSBORO FACTS

Population 600,000 in 50-mile radius.
Paved streets, 115 miles.
Six railroad approaches with 48 passenger trains daily, new $1,000,000 station, freight and express distribution center.
Daily passenger buses, 72 in and 72 out.
City at crossing point of three great state highways, 12 hard-surfaced highways radiating from the city.
Five colleges with 5,000 students.
Retail stores, 788.
Wholesale and jobbing houses, 175.
Industrial plants, 175.
Industrial payroll annually $8,000,000.
Value of products annually, $45,000,000.
On main distribution lines Duke Power Company.
Municipal airport, only North Carolina air mail landing field on New York to Atlanta air mail route.
County seat Guilford County, which has more automobile registrations than any other North Carolina county.

On your 1928 national advertising list, the Greensboro Daily News will pay big dividends. Over 30,000 circulation, daily and Sunday.

Member Audit Bureau of Circulations

GREENSBORO DAILY NEWS
Greensboro, North Carolina

CONE, ROTHENBURG & NOEE, Inc.
National Advertising Representatives

How many are there
— how may they be influenced
— how readily do they buy

A microscopic analysis of the living standards and buying habits of 218,000 families—1,000,000 consumers—who receive Gannett Newspapers daily in their homes.

WE HAVE MADE AVAILABLE to advertisers and advertising agencies a comprehensive study of three vital factors which determine the success of any advertising investment in our territories . . . the Three Dimensions of the Gannett Newspaper Markets:

1. *Size of the buying group covered*
2. *Intensity of reader acceptance*
3. *Readers' readiness and ability to buy*

This exhaustive, unbiased survey by Emerson B. Knight, Inc., involved thousands of interviews by trained bonded investigators. These men had no contact whatever with any newspaper in the fields they covered. They received no information as to the source of their employment.

A rigid system of verification was used to check the accuracy of individual reports and the final analysis of the interviews was audited by Ernst & Ernst, a well known organization of certified public accountants.

Every advertising executive should have—and *use*—the essential facts disclosed by this enlightening survey. Everyone who has a product or service to sell can profit by the accurately measured opportunities which this Gannett Market Book reveals.

How much to invest and what to expect

By means of the Vivagraph Plan, originated by Emerson B. Knight, Inc., advertisers may determine with surprising simplicity the minimums of expectancy and investment for Gannett markets, individually or as a group. This useful formula is explained in detail in "the Three Dimensions of the Gannett Newspaper Markets" and its application to specific products is graphically presented.

Five Thousand copies of "The Three Dimensions of the Gannett Newspaper Markets" are already in the hands of advertisers and advertising agencies throughout the country. We have, however, a surplus supply available, copies of which may be secured by addressing any of the Gannett Newspapers listed below, or from our National Advertising Representatives, J. P. McKinney & Son, 19 West 44th Street, New York City.

THE GANNETT NEWSPAPERS

Rochester Times-Union
Utica Observer-Dispatch
Elmira Star-Gazette-Advertiser
Elmira Sunday Telegram
Ithaca Journal-News
Olean Herald
Newburgh-Beacon News
Hartford, Conn. Times
Plainfield, N. J., Courier-News

J. P. McKinney & Son
Representatives

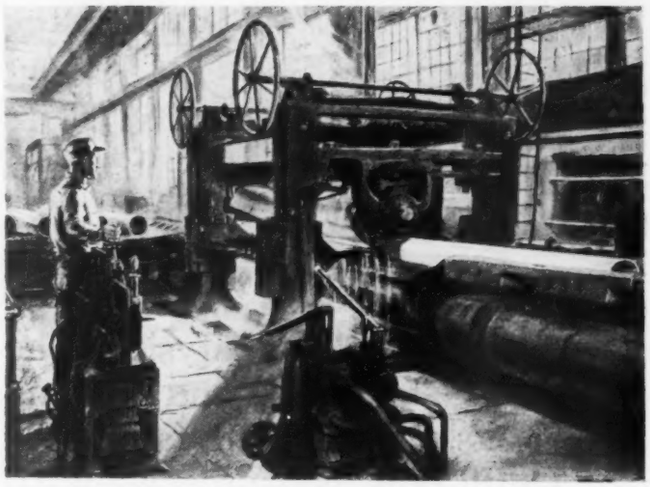
New York Chicago
San Francisco

CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 164)

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
NORTH DAKOTA									
Bismarck	*Tribune***	(e)	1,575	1,328	2,993	1,148	4,051	...	4,051
Fargo	Forum**	(m)	1,395	3,330	4,725	4,543	9,268	1	9,269
	*Forum***	(e)	6,550	3,858	10,408	4,216	14,624	2	14,626
	Total Daily	(a)	7,945	7,188	15,133	8,779	23,892	3	23,895
	Sunday ed.	(s)	5,929	4,404	10,333	5,678	16,011	4	16,015
Grand Forks	Herald**	(a)	1,898	6,382	8,280	3,947	12,227	16	12,243
	*Herald***	(e)	2,200	1,888	4,088	1,274	5,362	6	5,368
	Total Daily	(a)	4,098	8,270	12,368	5,221	17,589	22	17,611
	Sunday ed.	(s)	3,393	6,504	9,897	4,059	13,956	28	13,984
OHIO									
Akron	*Beacon-Journal*	(e)	41,710	18,434	60,144	1,845	61,989	33	62,022
	Times-Press	(e)	34,703	19,414	54,117	2,636	56,753	529	57,282
	Sunday ed.	(s)	25,327	10,468	35,795	453	36,248	...	36,248
Alliance	*Review*	(e)	6,094	3,786	9,880	489	10,369	4	10,373
Ashland	*Times-Gazette*	(e)	2,825	2,581	5,406	416	5,822	2	5,824
Ashtabula	*Star-Beacon*	(e)	6,119	3,897	10,116	421	10,437	7	10,444
Athens	*Messenger*	(e)	2,090	5,069	7,159	2,990	10,149	...	10,149
	Sunday ed.	(s)	2,196	5,239	7,435	3,210	10,645	...	10,645
Bellefontaine	*Examiner*	(e)	2,603	2,544	5,147	263	5,410	14	5,424
Bowling Green	*Sentinel-Tribune*	(e)	1,514	2,149	3,663	198	3,861	2	3,863
Cambridge	*Jeffersonian***	(e)	3,951	6,202	10,153	1,321	11,474	4	11,478
Canton	*News*	(e)	21,680	10,793	32,473	3,551	36,024	...	36,024
	Sunday ed.	(s)	13,386	9,068	22,454	3,099	25,553	...	25,553
	Repository	(e)	26,579	9,814	36,393	3,867	40,260	...	40,260
	Sunday ed.	(s)	21,361	9,479	30,840	3,653	34,493	...	34,493
Cincinnati	Enquirer	(m)	43,508	7,859	51,367	19,986	71,353	26	71,379
	Sunday ed.	(s)	123,101	18,918	142,019	33,109	175,128	8	175,136
	Post	(e)	114,219	22,395	136,614	77,787	214,401	...	214,401
	Times-Star	(e)	120,320	20,269	140,499	19,586	160,085	...	160,085
Cleveland	*News*	(e)	153,316	21,384	174,700	25,569	200,269	...	200,269
	Sunday ed.	(	102,596	31,092	133,688	46,984	180,672	796	181,468
	Plain Dealer	(m)	131,115	40,253	171,368	69,297	240,665	...	240,665
	Sunday ed.	(s)	159,710	46,924	206,634	77,776	284,410	...	284,410
	Press	(e)	188,252	19,735	207,987	20,925	228,912	766	229,678
Columbus	*Citizen*	(e)	58,539	20,343	78,882	10,668	89,550	...	89,550
Coshocton	*Tribune & Times-Age***	(e)	3,295	2,758	6,053	465	6,518	...	6,518
	Sunday ed.	(s)	3,259	2,756	6,015	464	6,479	...	6,479
Dayton	*Herald*	(e)	30,665	13,119	43,784	2,051	45,835	241	46,076
	Journal	(	17,553	8,774	26,327	1,405	27,732	501	28,233
	Sunday ed.	(s)	28,374	15,176	43,550	4,791	48,341	118	48,459
	News	(e)	39,745	12,832	52,577	2,327	54,904	226	55,130
	Sunday ed.	(s)	34,131	10,287	44,418	3,797	48,215	173	48,368
Delaware	*Gazette***	(e)	1,862	350	2,212	91	2,303	4	2,307
East Liverpool	*Review-Tribune***(e)		6,233	5,204	11,437	385	11,822	...	11,822
Elyria	*Chronicle Telegram***	(e)	5,675	2,844	8,519	361	8,880	4	8,884
Findlay	Republican	(m)	4,785	3,244	8,029	473	8,502	2	8,504
Fremont	*News*	(e)	3,239	763	4,002	63	4,065	2	4,067
Hamilton	*Journal*	(e)	8,315	2,277	10,592	364	10,956	3	10,959
Ironton	*Tribune***	(e)	3,426	1,873	5,299	488	5,787	7	5,794
	Sunday ed.	(s)	3,443	1,490	4,933	115	5,048	7	5,055
Lima	*News*	(x)	11,190	7,355	18,545	382	18,927	58	18,985
	Saturday ed.	(y)	11,237	3,890	15,217	380	15,597	51	15,648
	Sunday ed.	(s)	10,998	8,298	19,296	381	19,677	53	19,730
	Star & Republican-Gazette	(m)	4,847	7,356	12,203	1,098	13,301	316	13,617
	Sunday ed.	(s)	3,887	7,490	11,377	1,112	12,489	148	12,637
Lorain	*Journal***	(e)	5,827	2,680	8,507	371	8,878	...	8,878
	*Times-Herald*****	(e)	6,374	1,753	8,127	212	8,339	3	8,342
Mansfield	*News***	(e)	7,798	3,913	11,711	337	12,048	30	12,078
	Sunday ed.	(s)	7,523	3,950	11,473	356	11,829	...	11,829
Marietta	*Times*	(e)	3,566	3,871	7,347	733	8,170	3	8,173
Marion	*Star***	(e)	7,750	5,787	13,537	676	14,213	3	14,216
Martins Ferry	*Times***	(e)	4,300	4,796	9,096	249	9,345	3	9,348
Massillon	*Independent*	(e)	6,869	1,757	8,626	335	8,961	3	8,964
Middletown	*Journal*	(e)							
	News-Signal	(e)	5,218	1,265	6,483	298	6,781	39	6,820
Mt. Vernon	*Republican-News***	(e)	2,147	1,904	4,051	269	4,320	13	4,333
Newark	*Advocate & American Tribune*****	(e)	8,405	5,103	13,508	1,052	14,560	15	14,575
Painesville	*Telegraph*	(e)	2,838	1,705	4,543	166	4,709	39	4,748
Portsmouth	*Sun***	(e)	7,998	6,642	14,640	1,057	15,697	16	15,713
	Times**	(m)	2,531	2,676	5,207	1,014	6,221	215	6,436
	Sunday ed.	(s)	7,343	6,173	13,516	1,245	14,761	106	14,867
Salem	*News*	(e)	2,512	769	3,281	238	3,519	...	3,519
Sandusky	Register**	(m)	3,508	5,112	8,620	1,555	10,175	15	10,190
	Sunday ed.	(s)	4,003	5,132	9,135	1,568	10,703	109	10,812
	*Star-Journal*****	(e)	5,616	2,765	8,381	978	9,359	10	9,369
Springfield	*News*	(e)	17,041	2,762	19,803	594	20,397	5	20,402
	Sunday ed.	(s)	15,999	2,794	18,793	594	19,387	17	19,404
	Sun	(m)	10,785	5,046	15,831	1,029	16,860	15	16,875
	Sunday ed.	(s)	9,555	3,960	13,515	1,017	14,532	14	14,546
Steubenville	*Herald-Star***	(e)	9,364	8,796	18,160	598	18,758	133	18,891
Tiffin	*Advertiser*	(e)	2,811	1,180	3,991	489	4,480	1	4,481
	Tribune	(e)	1,660	989	2,649	386	3,035	...	3,035
Toledo	*Blade*	(e)	64,554	43,592	108,146	16,075	124,221	11	124,332
	News-Bee	(e)	53,553	27,867	81,420	11,056	92,476	22	92,498
Warren	*Tribune-Chronicle*	(e)	9,206	2,893	12,099	434	12,533	6	12,539
Wash. C. H.	*Herald*	(e)	1,618	835	2,473	395	2,868	6	2,874
Wooster	*Record*	(e)	2,626	4,478	7,104	584	7,688	2	7,690
Youngstown	*Telegram*	(e)	21,906	11,897	33,803	2,765	36,568	438	37,006
	Vindicator	(e)	22,873	9,953	32,826	2,797	35,623	516	36,139
	Sunday ed.	(s)	22,349	9,676	32,025	1,925	33,950	2	33,952
Zanesville	Times-Recorder	(m)	7,780	10,676	16,456	678	19,134	...	19,134
	Signal	(e)	6,816	3,873	10,689	271	10,960	...	10,960
	Total Daily	(a)	14,596	14,549	29,145	949	30,094	...	30,094
OKLAHOMA									
Ardmore	*Ardmoreite*	(x)	2,703	2,128	4,831	618	5,449	60	5,509
	Sunday ed.	(s)	2,688	2,124	4,812	628	5,440	61	5,501
Bartlesville	Examiner	(m)	2,427	1,325	3,752	309	4,061	98	4,159
	Sunday ed.	(s)	2,554	1,322	3,876	311	4,187	65	4,252
Blackwell	Tribune	(n)	2,550	5,150	7,700	891	18,591	...	18,591
	News	(e)	2,608	2,133	4,741	12	4,753	...	4,753
	Total Daily	(o)	5,158	7,283	12,441	903	13,344	...	13,344
	Sunday ed.	(s)	2,572	5,167	7,739	899	8,638	...	8,638
Enid	News	(m)	1,370	4,308	5,678	1,679	7,357	3	7,360
	Eagle	(e)	3,970	695	4,665	191	4,856	19	4,875
	Total Daily	(n)	5,340	5,003	10,343	1,870	12,213	22	12,235
	Sunday ed.	(s)	2,912	4,382	7,294	1,749	9,043	31	9,074
McAlester	*News-Capital*	(e)	2,234	1,388	3,622	166	3,788	2	3,790
	Sunday ed.	(s)	2,230	1,388	2,618	166	3,784	2	3,786
Muskogee	Phoenix	(m)	6,228	4,174	10,402	2,576	12,978	...	12,978
	Times	(e)	5,137	3,200	8,337	1,447	9,784	...	9,784
	Sunday ed.	(s)	6,676	4,602	11,278	2,795	14,073	...	14,073

(Continued on page 168)



Youngstown's Steel Workers Have Enormous Buying Power

As the buying center of a vast industrial district, whose payrolls set a record for the entire country, Youngstown offers a great potential market for all products and services. An alert, progressive city with stores that rival the finest metropolitan shops. Motor registrations of this community offer an excellent index as to the real *buying power* of its citizens.

The Vindicator—Daily and Sunday Leads in Reaching Youngstown Homes

In home ownership Youngstown ranks fifth among all U. S. cities—47.8% of its homes being owned by their occupants. *The VINDICATOR, Daily and Sunday, goes into many more of these homes than any other newspaper.* A popular rotogravure Sunday section now holds unusual interest for both national and local advertisers and for more than a year has been proving its power as a sales producer. *In Youngstown, use The VINDICATOR.*

KELLY-SMITH COMPANY, *Representatives*
New York — Chicago — Philadelphia — Boston

The Youngstown Vindicator
Daily and Sunday
Youngstown, Ohio

MEMBER 100,000 GROUP OF AMERICAN CITIES

The Important Question of Profit and Loss

THERE are several systems of setting display type satisfactorily so far as the quality of results is concerned.

But if the matter of expense means anything to you, there is one system so far more economical than the others that you owe it to yourself to investigate its advantages.

That system is the Ludlow System of hand-set, slug-cast composition. May we demonstrate its favorable influence on the profit and loss figures in your operating statement?

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Ludlow—The Fastest Growing System of Display Composition

LUDLOW QUALITY SLUG COMPOSITION

CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 166)

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
OKLAHOMA—Continued									
Oklahoma City	*News*	(e)	20,580	21,037	41,617	4,148	45,765	28	45,793
	Oklahoman	(m)	24,159	33,289	57,448	20,837	78,285	397	78,682
	Times	(e)	28,929	33,734	62,663	9,154	71,817	35	71,852
	Sunday ed.	(s)	28,740	36,486	65,226	26,609	91,835	165	92,000
Okmulgee	Times	(n)	3,621	3,578	7,199	780	7,979	121	8,100
	Democrat	(x)	3,017	3,443	3,460	119	3,579	...	3,579
	Total Daily	(p)	6,638	4,021	10,659	899	11,558	121	11,679
	Sunday ed.	(s)	4,921	4,030	8,951	883	9,834	116	9,950
Tulsa	*Tribune*		21,717	10,654	32,371	13,187	45,558	104	45,662
	Sunday ed.	(s)	23,325	11,420	34,745	14,713	49,458	160	49,618
	World	(m)	23,074	10,103	33,177	24,417	57,594	257	57,851
	World	(e)	15,831	2,679	18,510	2,638	21,148	...	21,148
	Sunday ed.	(s)	25,566	10,427	35,993	28,315	64,308	294	64,602
OREGON									
Albany	*Democrat-Herald*	(e)	1,501	2,240	3,741	227	3,968	37	4,005
Astoria	Astorian	(m)	1,374	812	2,186	31	2,217	...	2,217
	Sunday ed	(s)	1,374	851	2,225	31	2,256	...	2,256
	Budget	(e)	1,853	673	2,526	153	2,679	5	2,684
Baker	Democrat	(m)	834	533	1,367	166	1,533	7	1,540
	Sunday ed.	(s)	832	533	1,365	166	1,531	45	1,576
	Herald	(e)	1,091	402	1,493	165	1,658	25	1,683
Bend	*Bulletin*	(e)	1,953	541	2,494	276	2,770	...	2,770
Eugene	*Guard*	(e)	3,329	2,713	6,042	609	6,651	58	6,709
	Register	(m)	2,924	3,399	6,323	732	7,055	73	7,128
	Sunday ed	(s)	3,052	3,425	6,477	781	7,258	79	7,337
Klamath Falls	*Herald*	(e)	2,045	1,187	3,232	442	3,674	12	3,686
	News	(m)	1,881	1,247	3,128	272	3,400	146	3,546
	Sunday ed.	(s)	1,929	1,251	3,180	271	3,451	141	3,592
Pendleton	*East Oregonian*	(e)	1,739	992	2,731	269	3,000	60	3,060
Portland	*Oregon Journal*	(e)	54,707	15,880	70,587	29,299	99,886	273	100,159
	Sunday ed.		59,295	21,247	80,542	45,940	126,482	53	126,535
	News	(e)	35,321	6,243	41,564	7,076	48,640	284	48,924
	Oregonian	(m)	49,338	16,723	66,061	39,296	105,357	369	105,726
	Sunday ed.	(s)	69,974	23,351	93,325	60,957	154,282	391	154,673
	Telegram	(e)	24,119	10,169	34,288	11,866	46,154	599	46,753
Salem	*Capital Journal*	(e)	5,378	3,530	8,908	335	9,243	46	9,289
The Dalles	*Chronicle*	(e)	1,528	494	2,022	162	2,184	...	2,184
PENNSYLVANIA									
Allentown	Call**	(m)	14,912	16,916	31,828	1,561	33,389	88	33,477
	Sunday ed.	(s)	13,929	9,391	23,320	658	23,978	...	23,978
	*Chronicle & News & Item***	(e)	9,228	2,322	11,550	212	11,762	424	12,186
Altoona	*Mirror***	(e)	16,047	9,654	25,701	3,182	28,883	294	29,177
	Tribune**	(m)	8,225	4,326	12,551	2,310	14,861	458	15,319
Beaver	*Times*	(e)	1,134	4,239	5,373	163	5,536	20	5,556
Chester	*Times*	(e)	12,738	6,989	19,367	608	19,975	36	20,011
Connellsville	*Courier***	(e)	2,705	2,534	5,239	484	5,723	23	5,746
Easton	*Express*	(e)	18,601	13,794	32,395	2,125	34,520	6	34,526
Erie	*Dispatch-Herald*	(e)	19,956	7,111	27,067	3,945	31,012	...	31,012
	Sunday ed.	(s)	19,027	2,737	21,764	1,753	23,517	...	23,517
	Times	(e)	21,063	6,863	27,926	5,113	33,039	2	33,041
Greensburg	Review	(m)	2,510	2,259	4,769	292	5,061	2	5,063
	Tribune	(e)	2,981	2,940	5,921	276	6,197	2	6,199
Greenville	*Record-Argus***	(e)	2,207	2,650	4,857	819	5,676	6	5,682
Harrisburg	Patriot	(m)	10,857	7,655	18,512	2,408	20,920	8	20,928
	News	(e)	16,941	16,706	33,647	20,449	54,096	8	54,104
	Telegraph	(e)	14,472	11,699	26,171	18,630	44,801	7	44,808
Kittaning	*Leader-Times***	(e)	2,389	3,484	5,873	319	6,192	...	6,192
Lancaster	Intelligencer	(m)	4,933	9,742	14,675	222	14,897	13	14,910
	News-Journal	(e)	9,231	6,813	16,044	252	16,296	7	16,303
	Total Daily	(a)	14,164	16,555	30,719	474	31,193	20	31,213
	New Era	(e)	11,406	12,040	23,446	741	24,187	6	24,193
Lewiston	*Sentinel*	(e)	3,592	2,827	6,419	334	6,753	87	6,840
McKeesport	*News***	(e)	10,805	4,875	15,680	450	16,140	...	16,140
Meadville	Tribune-Republican**	(m)	1,543	3,883	5,426	380	5,806	1	5,807
	Republican**	(e)	2,190	....	2,190	8	2,198	9	2,207
	Total Daily	(a)	3,733	3,383	7,616	388	8,004	10	8,014
Mt. Carmel	*Item***	(e)	2,386	1,716	4,102	259	4,361	...	4,361
New Castle	*News***	(e)	11,595	4,071	15,666	978	16,644	44	16,688
Norristown	*Register*	(e)	1,796	2,134	3,930	190	4,120	1	4,121
	Times-Herald	(e)	7,127	5,129	12,256	624	12,880	33	12,913
Oil City	Derrick**	(e)	4,061	2,956	7,017	487	7,504	3	7,507
Philadelphia	*Bulletin*	(e)	383,171	131,761	514,932	33,920	548,852	100	548,952
	Inquirer	(m)	185,445	54,420	239,865	51,838	291,703	24	291,727
	Sunday ed.	(s)	261,263	120,336	381,599	108,752	490,351	24	490,375
	News	(e)	118,031	14,751	132,782	3,453	136,235	641	136,876
	Public Ledger	(m)	44,144	26,679	70,823	33,398	104,221	1,765	105,986
	Public Ledger	(e)	160,309	44,026	204,335	12,310	216,645	88	216,733
	Total Daily	(a)	204,453	70,705	275,158	45,708	320,866	1,853	322,719
	Sunday ed.	(s)	152,287	107,157	259,444	210,179	469,623	215	469,838
	Record	(m)	64,502	35,422	99,924	30,326	130,250	...	130,250
	Sunday ed.	(s)	56,570	34,249	90,819	29,870	120,689	...	120,689
	Sun	(m)	66,348	16,600	82,948	13,216	96,164	...	96,164
Pittsburgh	Post-Gazette	(m)	109,972	50,807	160,779	69,618	230,397	...	230,397
	Press	(e)	140,075	44,448	184,523	14,244	198,767	74	198,841
	Sunday ed.	(s)	130,611	69,693	200,304	81,452	281,756	1	281,757
	Sun-Telegraph	(e)	91,017	56,953	147,970	32,654	180,624	239	180,863
	Sunday ed.		93,741	81,653	175,394	148,698	324,092	...	324,092
Pottstown	News	(m)	4,519	3,622	8,141	422	8,563	3	8,566
Pottsville	Morning Paper**	(m)	1,037	806	1,843	262	2,105	40	2,145
	*Republican***	(e)	4,243	6,219	10,462	2,333	12,795	169	12,964
	Total Daily	(a)	5,280	7,025	12,305	2,595	14,900	209	15,109
Reading	*Eagle*	(e)	20,664	16,130	36,794	3,242	40,036	9	40,045
	Sunday ed.	(s)	18,803	9,613	28,416	940	29,356	113	29,469
	Times	(m)	16,697	9,925	28,622	4,695	31,317	112	31,429
Scranton	Republican**	(m)	17,108	18,577	35,685	2,753	38,438	65	38,503
	Scrantonian**	(s)	16,557	12,464	29,021	10,363	39,384	...	39,384
	*Times*****	(e)	25,729	16,831	42,560	999	43,559	120	43,679
Shamokin	*Dispatch*****	(e)	3,487	1,260	4,747	263	5,010	...	5,010
	*News*****	(e)	2,760	1,286	4,046	217	4,263	1	4,264
Sharon	*Herald*	(e)	3,165	4,247	7,412	260	7,672	80	7,752
	News-Telegraph	(e)	3,696	4,850	8,552	144	8,696	127	8,823
Sunbury	*Daily*	(e)	2,655	2,222	4,877	735	5,612	3	5,615
	Item	(e)	2,453	3,176	5,629	608	6,237	8	6,245
Titusville	Herald**	(m)	2,001	2,405	4,406	581	4,987	...	4,987
Towanda	Review	(m)	1,114	3,568	4,682	885	5,567	90	5,657
Warren	Times**	(m)	1,448	2,023	3,471	964	4,435	...	4,435
	Mirror**	(e)	2,702	1,486	4,188	581	4,769	...	4,769
Washington	Observer	(m)	1,692	8,895	10,677	580	11,257	10	11,267
	Reporter	(e)	5,754	382	6,136	286	6,422	...	6,422
	Total Daily	(a)	7,446	9,367	16,813	866	17,679	10	17,689

(Continued on page 173)

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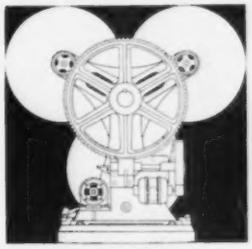

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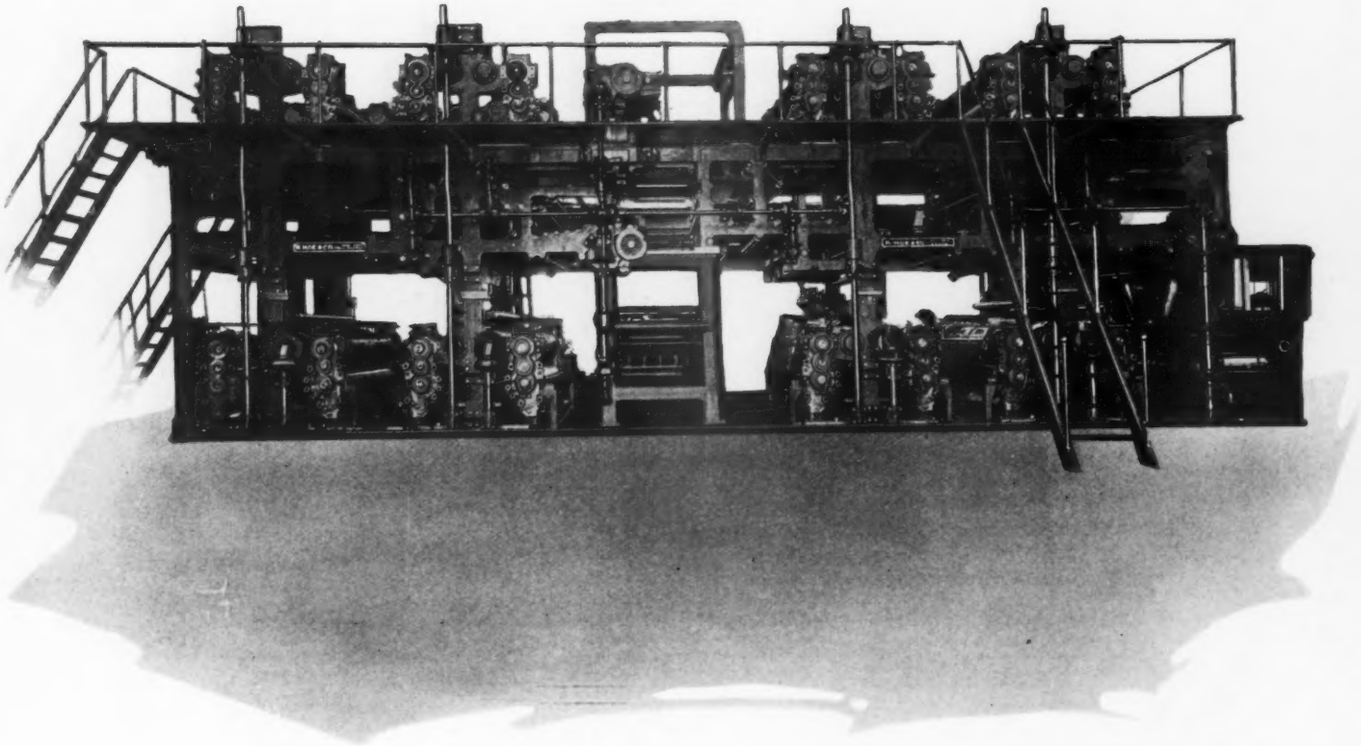

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The great newspapers of the world turn to Hoe confident that Hoe-built presses are dependable; that the most difficult pressroom problems will be solved by the ingenuity of Hoe Engineers and that Hoe presses will be faster, safer, more efficient, and give greater net output and lower costs of operation and upkeep.

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CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 168)

PENNSYLVANIA—Continued

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Wilkes-Barre	Independent	(s)	6,439	11,111	17,550	209	17,759	...	17,759
	Record	(m)	10,607	14,262	24,869	1,781	26,650	182	26,832
	Times-Leader	(e)	11,116	15,527	26,643	947	27,590	5	27,595
Williamsport	*Sun*	(e)	12,694	6,879	19,573	788	20,361	27	20,388
	Gazette & Bulletin	(m)	3,106	5,244	8,350	624	8,974	235	9,209
	Total Daily	(a)	15,800	12,123	27,923	1,412	29,335	262	29,597

RHODE ISLAND

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Pawtucket	*Times*	(e)	21,274	6,184	27,458	932	28,390	2	28,392
Providence	*Bulletin*	(e)	55,629	12,088	67,717	4,526	72,243	11	72,254
	Journal	(m)	24,570	13,116	37,686	4,074	41,760	6	41,766
	Sunday ed.	(s)	44,817	23,579	68,396	6,273	74,669	15	74,684
	News	(e)	18,364	8,652	27,016	1,033	28,049	3	28,052
	Tribune	(e)	14,275	5,104	19,379	383	19,762	4	19,766
	Sunday ed.	(s)	4,941	2,546	7,487	93	7,580	52	7,632
Westerly	*Sun*	(x)	3,095	1,979	5,074	265	5,339	282	5,621
	Sunday ed.	(s)	2,955	2,131	5,086	264	5,350	159	5,509
Woonsocket	*Call***	(e)	9,162	5,228	14,390	489	14,879	22	14,901

SOUTH CAROLINA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Anderson	Independent-Tribune	(n)	1,637	1,848	3,485	174	3,659	...	3,659
	Sunday ed.	(s)	1,796	1,833	3,629	174	3,803	...	3,803
	Mail	(e)	1,909	1,859	3,768	336	4,104	113	4,217
Charleston	News & Courier	(m)	4,743	4,484	9,227	1,093	10,320	...	10,320
	Sunday ed.	(s)	9,247	4,096	13,343	1,739	15,082	...	15,082
	Post	(e)	10,911	4,098	15,009	549	15,558	1	15,559
Columbia	*Record*	(e)	6,784	4,700	11,484	2,530	14,014	13	14,027
	Sunday ed.	(s)	6,048	4,671	10,719	2,519	13,238	13	13,251
	State	(m)	6,609	7,452	14,061	10,208	24,269	6	24,275
	Sunday ed.	(s)	7,357	7,072	14,429	11,577	26,006	2	26,008
Greenville	News	(m)	10,350	12,760	23,110	3,816	26,926	15	26,941
	Sunday ed.	(s)	11,301	11,701	23,002	4,168	27,170	13	27,183
	Piedmont	(e)	8,129	4,001	12,130	565	12,695	2	12,697
Spartanburg	Herald	(m)	2,661	5,605	8,266	329	8,595	...	8,595
	Sunday ed.	(s)	5,281	4,996	10,277	377	10,654	...	10,654
	Journal	(e)	4,119	955	5,074	30	5,104	...	5,104

SOUTH DAKOTA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Aberdeen	American	(m)	1,284	4,734	6,018	982	7,000	166	7,166
	News	(e)	2,948	1,239	4,187	458	4,645	1	4,646
	Sunday ed.	(s)	2,981	5,906	8,887	1,439	10,326	189	10,515
Huron	*Huronite*	(e)	2,406	2,552	4,958	612	5,570	16	5,586
Mitchell	*Republican*	(e)	1,667	5,868	7,535	1,975	9,510	71	9,581
Sioux Falls	*Argus-Leader***	(e)	7,806	13,466	21,272	7,557	28,829	10	28,839
	Press**	(m)	2,390	8,503	10,893	3,471	14,364	...	14,364
	Sunday ed.	(s)	4,982	8,718	13,700	3,537	17,237	...	17,237
Watertown	*Public Opinion*	(e)	2,134	2,970	5,104	344	5,448	41	5,489

TENNESSEE

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Chattanooga	*News*	(e)	22,531	7,337	29,868	2,533	32,401	39	32,440
	Times	(m)	20,717	9,560	30,277	3,706	33,983	157	34,140
	Sunday ed.	(s)	22,554	7,213	29,767	3,577	33,344	152	33,496
Clarksville	*Leaf-Chronicle*	(e)	1,208	966	2,174	426	2,600	...	2,600
Johnson City	Chronicle**	(m)	1,123	1,561	2,684	997	3,681	...	3,681
	*Staff-News***	(x)	2,868	1,127	3,995	181	4,176	...	4,176
	Total Daily	(a)	3,991	2,688	6,679	1,178	7,857	...	7,857
	Sunday ed.	(s)	3,568	2,390	5,958	1,130	7,088	550	7,638
Knoxville	Journal	(m)	14,280	14,504	28,784	3,875	32,659	2	32,661
	Sunday ed.	(s)	16,176	9,746	25,922	3,646	29,568	...	29,568
	News-Sentinel	(e)	21,598	11,942	33,540	3,223	36,763	...	36,763
	Sunday ed.	(s)	20,856	11,602	32,458	3,052	35,510	...	35,510
Memphis	Commercial Appeal	(m)	40,194	18,878	59,072	44,960	104,032	42	104,074
	Appeal	(e)	26,696	11,005	37,701	7,863	45,564	5	45,569
	Total Daily	(a)	66,890	29,883	96,773	52,823	149,596	47	149,643
	Sunday ed.	(s)	49,082	25,388	74,470	62,446	136,916	...	136,916
	Press-Scimitar	(e)	53,338	20,276	73,614	18,317	91,931	18	91,949
Nashville	*Banner*	(e)	28,027	27,606	55,633	4,597	60,230	10	60,240
	Sunday ed.	(s)	31,036	25,008	56,044	4,109	60,153	269	60,422
	Tennessean	(m)	27,330	13,144	40,474	3,332	43,806	498	44,304
	Tennessean	(e)	25,448	2,041	27,489	82	27,571	31	27,602
	Sunday ed.	(s)	31,297	12,229	43,528	3,912	47,438	563	48,001

TEXAS

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Amarillo	*Globe*	(x)	7,928	1,035	8,963	94	9,057	11	9,068
	News	(m)	6,872	7,717	14,589	1,682	16,271	24	16,295
	Sunday ed.	(s)	10,481	10,794	21,275	2,275	23,550	56	23,606
Austin	American	(m)	6,103	5,593	11,696	1,104	12,800	233	13,033
	Statesman	(e)	5,507	1,365	6,872	207	7,079	...	7,079
	Sunday ed.	(s)	10,852	7,077	17,929	1,541	19,470	230	19,700
Beaumont	Enterprise	(m)	7,573	10,477	18,050	4,734	22,784	219	23,003
	Journal	(e)	8,734	3,851	12,585	483	13,068	13	13,081
	Total Daily	(a)	16,307	14,328	30,635	5,217	35,852	232	36,084
	Sunday ed.	(s)	11,497	15,166	26,663	6,472	33,135	173	33,308
Corpus Christi	Caller**	(m)	1,646	931	2,577	1,286	3,863	25	3,888
	Sunday ed.	(s)	1,926	971	2,897	1,464	4,361	25	4,386
Dallas	*Dispatch*	(e)	31,658	2,484	34,142	1,065	35,207	684	35,891
	Journal	(e)	26,928	6,928	33,856	4,550	38,406	...	38,406
	News	(m)	30,427	15,075	45,502	34,255	79,757	429	80,186
	Sunday ed.	(s)	36,518	18,235	54,753	43,804	98,557	462	99,019
Denton	*Record Chronicle***	(e)	1,576	661	2,237	209	2,446	7	2,453
El Paso	*Herald*	(x)	9,268	7,038	16,306	1,791	18,097	...	18,097
	Saturday ed.	(y)	10,794	9,654	20,448	1,933	22,381	...	22,381
	Post	(e)	12,825	4,303	17,128	365	17,493	7	17,500
	Times	(m)	7,821	4,666	12,487	562	13,049	291	13,340
	Sunday ed.	(s)	11,753	6,302	18,055	677	18,732	290	19,022
Ft. Worth	*Press*	(e)	23,768	4,620	28,388	672	29,060	3	29,063
	Record-Telegram	(m)	17,244	8,363	25,607	1,240	26,847	592	27,439
	Star-Telegram	(e)	27,557	14,384	41,941	62,586	104,527	51	104,578
	Total Daily	(a)	44,801	22,747	67,548	63,826	131,374	643	132,017
	Sunday ed.	(s)	29,641	18,053	47,694	76,960	124,654	55	124,709
Galveston	News**	(m)	7,899	1,102	9,001	2,016	11,017	...	11,017
	*Tribune***	(e)	7,522	321	7,843	569	8,412	...	8,412
	Total Daily	(a)	15,421	1,423	16,844	2,585	19,429	...	19,429
	Sunday ed.	(s)	9,837	1,304	11,141	2,237	13,378	...	13,378
Houston	*Chronicle*	(e)	36,433	4,173	40,606	40,708	81,314	62	81,376
	Sunday ed.	(s)	41,478	5,179	46,657	45,816	92,473	54	92,527
	Post-Dispatch	(m)	33,471	4,350	37,821	24,404	62,225	102	62,327
	Sunday ed.	(s)	35,096	4,441	39,537	26,387	65,924	101	66,025
	Press	(e)	35,149	1,445	36,594	5,203	41,797	1	41,798
Port Arthur	*News*	(e)	7,697	.....	7,697	779	8,476	44	8,520
	Sunday ed.	(e)	7,658	.....	7,658	1,083	8,741	46	8,787
San Antonio	Express	(m)	15,335	.....	15,335	20,488	35,823	126	35,949
	Sunday ed.	(s)	30,925	.....	30,925	29,541	60,466	207	60,673
	News	(s)	28,178	.....	28,178	11,669	39,847	...	39,847
San Antonio	*Light*	(e)	27,070	.....	27,070	10,102	37,172	33	37,205
	Sunday ed.	(s)	34,465	.....	34,465	28,742	63,207	146	63,353
Sherman	*Democrat***	(e)	3,213	1,523	4,736	332	5,068	3	5,071
Temple	Telegram	(m)	2,006	3,643	5,649	1,925	7,574	177	7,751
	Sunday ed.	(s)	2,229	3,732	5,961	1,973	7,934	194	8,128
Texarkana	Gazette**	(m)	4,507	5,433	9,940	233	10,173	...	10,173
	*News***	(e)	1,538	150	1,688	.....	1,688	...	1,688
	Total Daily	(a)	6,045	5,583	11,628	233	11,861	...	11,861
	Sunday ed.	(s)	4,791	5,632	10,423	236	10,659	...	10,659
Waco	News-Tribune	(m)	7,455	.....	7,455	12,789	20,244	66	20,310
	Sunday ed.	(s)	8,489	.....	8,489	12,540	21,029	66	21,095
Wichita Falls	Record-News	(m)	6,783	5,687	12,470	5,005	17,475	289	17,764
	Sunday ed.	(s)	7,436	5,943	13,379	5,174	18,553	50	18,603
	Times	(e)	9,572	7,293	16,865	5,566	22,431	...	22,431
	Sunday ed.	(s)	8,797	7,499	16,246	5,964	22,210	4	22,214

UTAH

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Ogden	*Standard-Examiner*	(e)	7,336	2,370	9,706	1,068	10,774	8	10,782
	Sunday ed.	(s)	7,632	2,497	10,129	1,279	11,408	85	11,493
Salt Lake City	*Deseret News***	(e)							
	*Telegram***	(e)	13,201	3,428	16,629	4,743	21,372	1	21,373
	Sunday ed.	(s)	14,515	4,261	18,776	6,150	24,926	...	24,926
	Tribune**	(m)	18,036	6,351	24,387	19,786	44,173	71	44,244
	Sunday ed.	(s)	26,867	10,234	37,101	33,207	70,308	65	70,373

VERMONT

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Barre	*Times*	(e)	2,627	3,608	6,235	951	7,186	6	7,192
Burlington	Free Press	(m)	3,715	8,729	12,444	2,304	14,748	9	14,757
	News	(e)	3,008	1,575	4,583	186	4,769	1	4,770
Rutland	Herald	(m)	3,050	4,788	7,838	3,934	11,772	43	11,815

VIRGINIA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Bristol	Herald Courier**	(m)	3,050	2,861	5,911	2,910	8,821	...	8,821
	*News-Bulletin***	(e)	2,661	448	3,109	428	3,537	...	3,537
	Total Daily	(a)	5,711	3,309	9,020	3,338	12,358	...	12,358
	Sunday ed.	(a)	3,991	3,472	7,463	3,309	10,772	...	10,772
Clifton Forge	*Review***	(e)	1,075	226	1,301	88	1,389	4	1,393
Danville	Register	(m)	1,286	3,056	4,342	597	4,939	...	4,939
	Bee	(e)	7,101	3,650	10,751	274	11,025	...	11,025
	Total Daily	(o)	8,387	6,706	15,093	871	15,964	...	15,964
	Sunday ed.	(s)	4,189	5,385	9,574	696	10,270	...	10,270
Harrisonburg	News-Record**	(m)	1,044	5,223	6,267	994	7,261	1	7,262
Lynchburg	*News***	(n)	2,652	3,914	6,566	2,298	8,864	...	8,864
	*Advance***	(e)	6,558	147	6,705	37	6,742	4	6,746
	Total Daily	(o)	9,210	4,061	13,271	2,335	15,606	4	15,610
	Sunday ed.	(s)	4,094	3,890	7,984	2,304	10,288	9	10,297
Newport News	Press	(n)	2,116	3,053	5,169	242	5,411	96	5,507
	Times-Herald	(e)	6,198	2,189	8,387	63	8,450	23	8,473
	Total Daily	(o)	8,314	5,242	13,556	305	13,861	119	13,980
	Sunday ed.	(s)	4,376	4,448	8,824	236	9,060	81	9,141
Norfolk	*Ledger-Dispatch*	(e)	33,173	4,945	38,118	4,973	43,091	101	43,192
	Virginian Pilot	(m)	26,671	7,895	34,566	6,967	41,533	789	42,322
	Sunday ed.	(s)	29,164	7,930	37,094	6,580	43,674	475	44,149
Richmond	*News-Leader*	(e)	50,957	4,629	55,586	11,447	67,033	416	67,449
	Times-Dispatch	(m)	30,732	5,541	36,273	17,743	54,016	138	54,154
	Sunday ed.	(s)	33,232	6,288	39,520	20,811	60,331	44	60,375
Roanoke	Times**	(m)	4,464	3,853	8,317	6,398	14,715	405	15,120
	*World-News***	(e)	12,299	1,810	14,109	616	14,725	3	14,728
	Total Daily	(a)	16,763	5,663	22,426	7,014	29,440	408	29,848
	Sunday ed.	(s)	7,418	4,478	11,896	6,208	18,104	419	18,523
Staunton	News-Leader**	(n)	637	3,641	4,278	562	4,840	75	4,915
	*Leader***	(e)	2,041	42	2,083	104	2,187	...	2,187
	Total Daily	(a)	2,678	3,683	6,361	666	7,027	75	7,102
	Sunday ed.	(s)	951	3,657	4,608	562	5,170	73	5,243
Winchester	*Star***	(e)	1,836	2,072	3,908	656	4,564	...	4,564

WASHINGTON

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Aberdeen	*World*	(e)	4,091	2,703	6,794	209	7,003	46	7,049
Centralia	*Chronicle*	(e)	2,445	1,045	3,490	120	3,610	...	3,610
Ellensburg	*Record*	(e)	1,166	761	1,927	126	2,053	29	2,082
Everett	*Herald*	(e)	7,841	5,829	13,670	373	14,043	...	14,043
Longview	*News*	(e)	3,162	799	3,961	438	4,399	1	4,400
Port Angeles	*News*	(e)	1,991	423	2,414	50	2,464	...	2,464
Seattle	Post-Intelligencer	(m)	52,813	11,186	63,999	29,915	93,914	250	94,164
	Sunday ed.	(s)	59,096	15,019	74,115	79,995	154,110	250	154,360
	Star	(e)	49,806	13,466	63,272	24,284	87,556	...	87,556
	Times	(e)	62,779	10,560	73,339	15,788	89,127	185	89,312
	Sunday ed.	(s)	66,042	15,179	81,221	34,058	115,279	92	115,371
Spokane	*Chronicle*	(e)	25,329	15,054	40,383	1,558	41,941	21	41,962
	Press	(e)	9,367	6,408	15,775	1,432	17,207	...	17,207
	Spokesman-Review	(m)	18,096	23,633	41,729	6,941	48,670	131	48,801
	Sunday ed.	(s)	24,360	23,858	48,218	8,659	56,877	...	56,877
Tacoma	Ledger	(m)	12,443	5,577	18,020	3,442	21,462	210	21,672
	Sunday ed.	(s)	19,146	8,511	27,657	3,455	31,112	440	31,552
	News-Tribune	(s)	20,974	10,829	31,803	3,773	35,576	16	35,592
	Times	(e)	16,027	4,692	20,719	1,112	21,831	...	21,831
Vancouver	*Columbian*	(e)	2,364	1,199	3,563	390	3,953	66	4,019
Walla Walla	*Bulletin*	(e)	3,229	2,162	5,391	504	5,895	121	6,016
	Sunday ed.	(s)	3,100	2,162	5,262	520	5,782	123	5,905
	Union	(m)	1,411	1,050	2,461	310	2,771	343	3,114
	Sunday ed.	(s)	1,442	1,061	2,503	318	2,821	353	3,174
Wenatchee	*World*	(e)	2,575	3,333	5,908	2,163	8,071	24	8,095
Yakima	Herald	(n)	1,351	4,831	6,182	194	6,376	21	6,397
	Sunday ed.	(s)	5,149	5,571	10,720	236	10,956	16	10,972
	Republic	(e)	5,276	1,171	6,447	224	6,671	...	6,671

WEST VIRGINIA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Bluefield	*Sunset News***	(e)	1,645	1,417	3,062	457	3,519	...	3,519
	Telegraph**	(m)	3,866	8,018	11,884	1,057	12,941	2	12,943
	Sunday ed.	(s)	4,658	11,340	14,998	1,332	17,330	156	17,486
Charleston	Gazette**	(m)	8,481	9,332	17,813	4,162	21,975	...	21,975
	Sunday ed.	(	9,081	12,677	21,758	4,710	26,468	...	26,468
Clarksburg	Exponent	(m)	4,776	6,689	11,465	3,093	14,558	...	14,558
	Telegram	(e)	6,418	7,164	13,582	2,775	16,357	3	16,360
	Sunday ed.	(s)	9,882	15,160	25,042	6,797	31,839	40	31,879
Fairmont	Times	(m)	3,185	2,699	5,884	698	6,582	46	6,628
	West Virginian	(e)	3,620	3,354	6,794	231	7,205	46	7,251
	Total Daily	(a)	6,805	6,053	12,853	929	13,787	92	13,879
	Sunday ed.	(s)	4,313	3,119	7,432	704	8,136	11	8,147
Huntingdon	*Advertiser*	(e)	12,117	2,970	15,087	472	15,559	1	15,560
	Herald-Dispatch	(m)	8,115	4,245	12,360	2,307	14,667	40	14,707
	Total Daily	(a)	20,232	7,215	27,447	2,779	30,226	41	30,267
	Sunday ed.	(s)	14,724	7,288	22,012	2,868	24,880	80	24,960
Martinsburg	*Journal***	(e)	2,868	1,868	4,736	356	5,092	20	5,112
Morgantown	*Post*	(e)	3,553	1,763	5,316	298	5,614	78	5,692
Parkersburg	News	(m)	3,312	1,657	4,969	2,560	7,529	1	7,530
	Sunday ed.	(s)	4,640	1,716	6,356	2,524	8,880	4	8,884
	Sentinel	(e)	6,646	1,786	8,432	1,463	9,895	3	9,898
Wheeling	Intelligencer**	(m)	4,057	5,985	10,042	2,722	12,764	4	12,768
	*News***	(e)	11,862	3,091	14,953	618	15,571	...	15,571
	Sunday ed.	(s)	10,183	8,243	18,426	1,040	19,466	...	19,466
	Register**	(m)	4,713	2,365	7,078	1,635	8,713	...	8,713
	Sunday ed.	(s)	5,885	2,742	8,627	1,181	9,808	...	9,808

WISCONSIN

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Appleton	*Post-Crescent*	(e)	5,603	6,947	12,550	977	13,527	6	13,533
Beloit	*News*	(e)	6,344	2,823	9,167	417	9,584	5	9,589
Chippewa	*Telegram*	(e)	2,002	2,455	4,457	555	5,012	...	5,012

(Continued on page 174)

CITY, SUBURBAN, COUNTY, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 173)

WISCONSIN—Continued

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Eau Claire	Leader	(n)	2,358	5,303	7,661	649	8,310	21	8,331
	Telegram	(e)	3,136	865	4,001	87	4,088	2	4,090
	Sunday ed.	(s)	2,402	5,354	7,756	651	8,407	4	8,411
Fond du Lac	*Commonwealth-Reporter***	(e)	5,706	5,303	11,009	2,673	13,682	3	13,685
Green Bay	*Press-Gazette*	(e)	8,659	6,529	15,188	1,050	16,238	1	16,239
Janesville	*Gazette*	(e)	5,155	7,741	12,896	329	13,225	8	13,233
Kenosha	*News*	(e)	9,389	912	10,301	446	10,747	...	10,747
LaCrosse	*Tribune & Leader-Press*	(e)	7,885	5,234	13,119	686	13,805	5	13,809
	Sunday ed.	(s)	7,402	5,192	12,594	695	13,289	...	13,289
Madison	*Capital-Times***	(e)	9,042	12,820	21,862	3,801	25,663	4	25,667
	*Wisconsin State Journal***	(e)	11,731	10,574	22,305	2,208	24,513	4	24,517
	Sunday ed.	(s)	11,246	10,561	21,807	2,224	24,031	...	24,031
Manitowoc	*Herald-News*	(e)	3,367	4,010	7,377	675	8,052	3	8,055
Milwaukee	*Journal*	(e)	96,332	35,232	131,564	26,551	158,115	199	158,314
	Sunday ed.	(s)	76,793	41,229	118,022	49,589	167,611	9	167,620
	Sentinel	(m)	43,841	14,450	58,291	16,202	74,493	871	75,364
	Sunday ed.	(s)	66,217	34,254	100,471	83,847	184,318	391	184,709
	Wisconsin News	(e)	69,435	21,060	90,495	19,362	109,857	483	110,340
Monroe	*Times*	(e)	1,168	1,683	2,851	342	3,193	4	3,197
Neenah	*News-Times***	(e)	1,686	88	1,774	39	1,813	...	1,813
Oshkosh	*Nothwestern***	(e)	9,545	3,999	13,544	1,041	14,585	10	14,595
Racine	*Journal-News***	(e)	8,415	2,695	11,110	494	11,604	...	11,604
	*Times-Call***	(e)	8,126	1,731	9,857	285	10,142	10	10,152
Sheboygan	Press	(e)	8,075	6,182	14,257	342	14,599	11	14,610
Superior	*Telegram*	(e)	8,173	7,338	15,511	5,787	21,298	141	21,439
Wausau	*Record-Herald*	(e)	5,247	3,276	8,523	268	8,791	7	8,798

WYOMING

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Casper	Tribune**	(n)	1,918	353	2,271	602	2,873	...	2,873
	*Herald***	(x)	3,765	461	4,226	949	5,175	2	5,177
	Total Daily	(p)	5,683	814	6,497	1,551	8,048	2	8,050
	Sunday ed.	(s)	5,683	814	6,497	1,551	8,048	2	8,050
Cheyenne	*Tribune Leader*	(e)	3,587	701	4,288	2,030	6,318	2	6,320
	Sunday ed.	(s)	3,582	715	4,297	2,074	6,371	2	6,373
Sheridan	*Post-Enterprise***	(e)	1,670	393	2,063	1,052	3,115	...	3,115
	Sunday ed.	(s)	1,780	413	2,193	995	3,188	38	3,226

FOREIGN LANGUAGE NEWSPAPERS

ILLINOIS

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Chicago	*Abendpost*	(e)	36,477	5,009	41,486	6,076	47,562	...	47,562
	Sunday ed.	(s)	29,171	4,108	33,279	4,507	37,786	...	37,786
	Sat. evg. ed.	(y)	19,148	943	20,091	20,917	41,008	...	41,008
	Forward	(m)	18,306	943	19,249	21,047	40,296	...	40,296
	Sunday ed.	(s)	18,065	943	19,008	23,080	42,088	...	42,088
	Zgoda	(e)	26,589	3,586	30,445	7,898	38,343	88	38,431

MICHIGAN

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Detroit	*Polish Record*	(e)	19,826	784	20,610	670	21,280	...	21,280

NEW HAMPSHIRE

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Manchester	*L'Avenir National*	(e)	3,191	472	3,663	600	4,263	3	4,266

NEW YORK

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Brooklyn	Nordisk Tidende	(w)	7,723	296	8,019	2,769	10,788	...	10,788
New York	*Atlantis*	(e)	3,021	440	3,461	8,211	11,672	...	11,672
	Sunday ed.	(s)	2,460	424	2,884	8,452	11,336	...	11,336
	Corriere d'America	(m)	36,322	4,691	41,013	15,177	56,190	...	56,190
	Sunday ed.	(s)	36,304	5,174	41,478	16,150	57,628	...	57,628
	Saturday a.m.	(y)	44,828	4,534	49,362	22,918	72,280	...	72,280
	Day	(x)	54,385	4,953	59,338	23,360	82,698	...	82,698
	Sunday ed.	(s)	50,076	4,790	54,866	23,175	78,041	...	78,041
	Il Progresso Italo-Americano	(m)	40,273	9,855	50,128	33,573	83,701	...	83,701
	Sunday ed.	(s)	51,750	10,081	61,831	40,485	102,316	...	102,316
	Forward	(x)	87,837	9,875	97,712	42,672	140,384	...	140,384
	Saturday a.m.	(y)	106,981	9,368	116,349	43,509	159,858	...	159,858
	Sunday ed.	(s)	95,704	9,625	105,329	52,307	157,636	...	157,636
	Jewish Journal	(m)	71,876	3,108	74,984	5,451	80,435	...	80,435
	Sunday ed.	(s)	58,129	3,061	61,190	5,387	66,577	...	66,577
	La Prensa	(m)	9,782	1,060	10,842	4,518	15,360	96	15,456
	Nowy Swiat	(m)	8,650	3,383	12,033	4,401	16,074	1	16,075
	Sunday ed.	(s)	8,856	3,949	12,805	3,048	15,853	...	15,853
	Staats-Zeitung	(m)	38,125	8,984	47,109	7,059	54,168	...	54,168
	Herold	(e)	33,342	6,760	40,102	922	41,024	...	41,024
	Sunday ed.	(s)	65,932	19,813	85,745	22,343	108,088	...	108,088

OHIO

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Cleveland	*Waechter und Anzeiger*	(e)	11,307	1,010	12,317	2,449	14,766	...	14,766
	Sunday ed.	(e)	8,029	561	8,590	822	9,412	...	9,412

RHODE ISLAND

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Woonsocket	*La Tribune*	(e)	2,789	356	3,145	525	3,670	478	4,148

DOMINION OF CANADA

ALBERTA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Calgary	Albertan**	(m)	6,642	7,031	13,673	1,607	15,280	17	15,297
	*Herald***	(e)	15,529	9,364	24,893	873	25,766	5	25,771
Edmonton	*Bulletin***	(e)	7,612	6,267	13,879	739	14,618	4	14,622
	*Journal***	(e)	14,644	12,482	27,126	797	27,923	3	27,926
Lethbridge	*Herald***	(e)	2,438	3,150	5,588	437	6,025	7	6,032
Medicine Hat	*News***	(e)	1,447	71	1,518	107	1,625	...	1,625

BRITISH COLUMBIA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Nelson	News	(m)	1,120	3,056	4,176	136	4,312	6	4,318
Prince Rupert	*News*	(e)	907	324	1,231	134	1,365	...	1,365
Vancouver	*Province*	(e)	43,395	7,272	50,667	23,089	73,756	83	73,839
	Sunday ed.	(s)	48,443	8,274	56,717	26,786	83,503	135	83,638
	Star	(m)	11,435	2,705	14,140	4,393	18,533	315	18,848
	Sun	(e)	38,077	7,391	45,468	19,938	65,406	33	65,439
Victoria	Colonist	(m)	6,523	2,042	8,565	1,262	9,827	24	9,851
	Sunday ed.	(s)	8,868	2,091	10,959	1,319	12,278	31	12,309
	Times	(e)	7,220	1,324	8,544	438	8,982	177	9,159

MANITOBA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Winnipeg	Free Press**	(m)	8,958	254	9,212	15,280	24,492	76	24,568
	*Free Press***	(e)	29,778	2,212	31,990	12,566	44,556	167	44,723
	Total Daily	(a)	38,736	2,466	41,202	27,846	69,048	243	69,291
	*Tribune***	(e)	23,123	1,657	24,780	14,060	38,840	138	38,978

NEW BRUNSWICK

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Saint John	Telegraph-Journal	(m)	3,882	.....	3,882	12,717	16,599	7	16,606
	Times-Globe	(e)	12,851	.....	12,851	1,530	14,381	12	14,393

NOVA SCOTIA

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Halifax	Chronicle	(m)	2,988	.....	2,988	10,643	13,631	87	13,718
	Star	(e)	4,951	.....	4,951	9,154	14,105	57	14,162
	Herald	(m)	3,032	.....	3,032	15,120	18,152	64	18,216
	Mail	(e)	10,637	.....	10,637	5,018	15,655	...	15,655
Sydney	Post	(m)	886	934	1,820	548	2,368	...	2,368
	Post	(e)	941	1,125	2,066	60	2,126	...	2,126
	Total Daily	(a)	1,827	2,059	3,886	608	4,494	...	4,494

ONTARIO

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Brockville	*Recorder & Times*	(e)	2,180	1,821	4,001	431	4,432	7	4,439
Brantford	*Expositor*	(e)	6,714	3,230	9,944	323	10,267	8	10,275
Chatham	*News*	(e)	3,243	3,057	6,300	252	6,552	122	6,674
Ft. William	*Times-Journal***	(e)	5,067	505	5,572	553	6,125	3	6,128
Galt	*Reporter*	(e)	3,907	980	4,887	132	5,019	154	5,173
Guelph	*Mercury*	(e)	4,413	808	5,221	218	5,439	46	5,485
Hamilton	*Herald*	(e)	9,906	3,075	12,981	2,664	15,645	142	15,787
	Spectator	(e)	27,239	6,182	33,421	2,575	35,996	7	36,003
Kingston	*Whig-Standard*	(e)	5,156	4,445	9,601	1,242	10,843	13	10,856
Kitchener	*Record*	(e)	7,016	1,639	8,655	309	8,964	14	8,978
Lindsay	*Post*	(e)	1,278	1,009	2,287	318	2,605	...	2,605
London	Advertiser	(m)	1,013	11,668	12,681	3,245	15,926	...	15,926
	Advertiser	(e)	3,508	859	4,367	74	4,441	1	4,442
	Total Daily	(a)	4,521	12,527	17,048	3,319	20,367	1	20,368
	Free Press	(m)	2,503	15,086	17,589	7,689	25,278	4	25,282
	Free Press	(e)	13,366	1,010	14,376	201	14,577	1	14,578
	Total Daily	(a)	15,869	16,096	31,965	7,890	39,855	5	39,860
Oshawa	*Times*	(e)	3,025	506	3,531	367	3,898	46	3,944
Ottawa	Citizen	(m)	4,927	1,896	6,823	1,098	7,921	2	7,923
	Citizen	(e)	19,152	2,172	21,324	1,802	23,126	5	23,131
	Total Daily	(a)	24,079	4,068	28,147	2,900	31,047	7	31,054
	Journal	(m)	2,276	2,093	4,369	3,031	7,400	...	7,400
	Journal	(e)	14,946	6,201	21,147	2,844	23,991	41	24,032
	Total Daily	(a)	17,222	8,294	25,516	5,875	31,391	41	31,432
	Le Droit	(e)	6,009	1,895	7,904	3,107	11,011	32	11,043
Owen Sound	*Sun-Times*	(e)	2,518	3,014	5,532	323	5,855	...	5,855
Peterborough	*Examiner*	(e)	4,715	1,319	6,034	721	6,755	4	6,759
Port Arthur	*News-Chronicle***	(e)	3,523	589	4,112	332	4,444	...	4,444
Port Hope	*Times*	(e)	493	348	841	4,731	5,572	197	5,769
Sarnia	*Canadian Observer***	(e)	4,088	1,397	5,485	178	5,663	44	5,707
Sault Ste. Marie	*Star*	(e)	3,918	770	4,688	1,051	5,739	10	5,749
Stratford	*Beacon-Herald*	(e)	3,596	3,826	7,422	520	7,942	2	7,944
St. Catharines	*Standard*	(e)	6,042	2,955	8,997	798	9,795	70	9,865
St. Thomas	*Times-Journal*	(e)	4,160	3,589	7,749	742	8,491	4	8,495
Toronto	Globe	(m)	30,801	15,729	46,530	50,822	97,352	83	97,435
	Mail & Empire	(m)	59,265	16,252	75,517	38,550	114,067	140	114,207
	Star	(x)	99,824	25,053	124,877	32,620	157,497	8	157,505
	Weekly ed.	(y)	115,179	31,581	146,760	45,254	192,014	...	192,014
	Telegram	(e)	113,765	6,574	120,339	4,663	125,002	26	125,028
Windsor	*Border Cities Star*	(e)	22,925	5,910	28,835	1,526	30,361	...	30,361
Woodstock	*Sentinel-Review*	(e)	3,583	1,955	5,538	819	6,357	96	6,453

PRINCE EDWARD ISLAND

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Charlottetown	Guardian	(m)	1,071	4,332	5,403	473	5,876	...	5,876
	Patriot	(e)	1,624	1,887	3,511	173	3,684	611	4,295

QUEBEC

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Montreal	Gazette	(m)	26,531	1,129	27,660	7,362	35,022	46	35,068
	Herald	(x)	9,697	64	9,761	1,067	10,828	60	10,888
	Saturday ed.	(y)	5,550	55	5,605	1,122	6,727	15	6,742
	La Patrie	(e)							
	Canada ed.	(x)	9,640	2,528	12,168	8,412	20,580	...	20,580
	U. S. ed.	(x)	.....	.....	.....	2,903	2,903	...	2,903
	Total, Monday to Friday	(x)	9,640	2,528	12,168	11,315	23,483	...	23,483
	Canada ed.	(y)	23,881	3,395	27,276	20,132	47,408	...	47,408
	U. S. ed.	(y)	.....	.....	.....	2,647	2,647	...	2,647
	Total Saturday	(y)	23,881	3,395	27,276	22,779	50,055	...	50,055
	La Presse	(e)							
	Canada ed.	(x)	91,839	12,802	104,641	23,202	127,843	...	127,843
	U. S. ed.	(x)	.....	.....	.....	20,109	20,109	...	20,109
	Total, Monday to Friday	(x)	91,839	12,802	104,641	43,311	147,952	...	147,952
	Canada ed.	(y)	96,895	14,473	111,368	39,076	150,444	...	150,444
	U. S. ed.	(y)	.....	.....	.....	20,665	20,665	...	20,665
	Total Saturday	(y)	96,895	14,473	111,368	59,741	171,109	...	171,109
	Le Canada	(m)	7,466	567	8,033	1,088	9,121	...	9,121
	Le Devoir	(e)	5,892	1,380	7,272	6,390	13,662	68	13,730
	Standard	(y)	50,135	372	50,507	54,167	104,674	14	104,688
	Star	(e)	88,146	2,525	90,671	23,482	114,153	22	114,175
Quebec	*Chronicle-Telegraph*	(e)	4,833	185	5,018	1,139	6,157	5	6,162
	L'Action Catholique	(e)	4,876	1,319	6,195	12,307	18,502	6	18,508
	Le Soleil	(e)	17,791	3,026	20,817	23,461	44,278	...	44,278
	L'Evenement	(m)	9,701	1,218	10,919	7,620	18,539	13	18,552
Sherbrooke	*La Tribune*	(e)	2,111	3,539	5,650	1,612	7,262	...	7,262
	Record	(e)	2,110	4,079	6,189	3,326	9,515	4	9,519
Trois Rivieres	*Le Nouvelliste***	(e)	4,070	3,913	7,983	866	8,849	...	8,849

SASKATCHEWAN

City	Paper	Key	Total City	Total Suburban	Total Local City-Suburban	Total Country	Total Net Paid	Bulk Sale	Total Net Paid Inc. Bulk
Moose Jaw	Herald**	(m)	75	2,223	2,298	255	2,553	...	2,553
	*Times***	(e)	3,935	146	4,081	256	4,337	2	4,339
	Total Daily	(a)	4,010	2,369	6,379	511	6,890	2	6,892
Prince Albert	*Herald***	(e)	1,593	891	2,484	154	2,638	78	2,716
Regina	Leader**	(m)	5,490	8,112	13,602	10,790	24,392	40	24,432
	*Post***	(e)	6,588	649	7,237	473	7,710	...	7,710
	Total Daily	(a)	12,078	8,761	20,839	11,263	32,102	40	32,142
Saskatoon	Phoenix**	(m)	1,171	1,179	2,350	96	2,446	6	2,452
	*Star***	(e)	6,865	12,115	18,979	1,986	20,965	538	21,503
	Total Daily	(a)	8,035	13,294	21,329	2,082	23,411	544	23,955

FOR EXPLANATION OF KEY LETTERS SEE PAGE 155

Reader Appeal—Business Appeal—

S-u-p-r-e-m-a-c-y 1927

Combined Circulation of Daily Commercial Appeal and Evening Appeal on December 31, 1927 - 169,238

Combined Total Lineage of the Appeal Papers for 1927 - - - 21,925,358
Agate Lines

THE substantial growth of the Commercial Appeal in 1927 and the phenomenal increase of The Memphis Evening Appeal—the average circulation increase exceeding 100 subscribers for each publication day during 1927, or a total increase for the year of 35,000—bear out the statement that the Appeal Papers are the South's greatest and fastest growing newspapers.

The Appeal Papers are the only Memphis newspapers that show a circulation gain since January 1, 1927—and what a gain! No wonder that the Commercial Appeal led in 35 out of the 39 classifications into which advertising is divided. For the preference of practically every single class of advertisers, both local and national, was based on continued results, day after day, and upon a stabilized pulling power that is growing solidly with the entire Memphis trade territory.

Total Circulation of The Memphis Evening Appeal on December 31, 1927..... 63,055
Total circulation of The Commercial Appeal on December 31, 1927.....106,183
Total lineage of The Memphis Evening Appeal for 1927.....7,382,123 agate lines
Total lineage of The Commercial Appeal for 1927.....9,360,778 agate lines
Total lineage of The Sunday Commercial Appeal for 1927.....5,182,457 agate lines

Market Data Service

The Commercial-Appeal maintains a complete department for the compilation of market data and guidance of national accounts, and issues monthly a merchandising paper to the trade covering news of national advertisers and their campaigns.

For Coverage, Influence, Service and Results

The COMMERCIAL APPEAL

Memphis, Tennessee

John M. Branham Company, Representatives

Chicago New York St. Louis San Francisco Kansas City Los Angeles Detroit Seattle Nashville Atlanta

ADVERTISING AGENCIES AND THEIR SPACE BUYERS

United States, Hawaii, Porto Rico and Cuba

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A

	Address		Space Buyers
AARONS ADV. AGENCY, HAROLD, *d*	3101 Woodward Av.	Detroit, Mich.	Harold Aarons
ABBOTT & STORM	17 W. 42nd St.	New York City	
ABEL ADV. CORP	47 W. 42nd St.	New York City	
ABLETT SERVICE, THE	22 Reade St.	New York City	
	279 Remsen St.	Cohoes, N. Y.	
ACEL, INC., ERVIN S	25 Church St.	New York City	
ACORN AGENCY, INC., *a-d-e*	67 W. 44th St.	New York City*	Henry H. Dryrsen, L. E. Schneider, New York
	Victory Bldg.	Philadelphia, Pa.	E. A. Clarke, Philadelphia
AD. AIDS CORP., *d*	Times Bldg.	New York City	
ADAMANT ADV. AGCY., *d*	132 Nassau St.	New York City	James C. Cleveland, Joseph Friedman
ADAMARS ADV. CO	21 S. 9th St.	St. Louis, Mo.	Rud'ph M. Singer, Harry F. Herman, E. B. Gardiner, C. A. Vogenthaler
ADAMS CO., OTIS H., *e*	448 Old South Bldg.	Boston, Mass.	
ADAMS ADV. AGCY., INC., *d*	855 Dauphin St.	Mobile, Ala.	George W. Adams
ADAMS ADV. AGENCY, *d*	Miller-Ritter Bldg.	Huntington, W. Va.	R. F. Adams
ADAMS, HILDRETH & DAVIS, INC., *a*		North Tonawanda, N. Y.	
ADCO, INC.	381 4th Ave.	New York City	
AD-CRAFT AGENCY, *d*	511 Henry Bldg.	Portland, Ore.	David L. Lilly
AD-CRAFTSMEN	523 McIntyre Bldg.	Salt Lake City, Utah	Louis W. Larsen
AD CRAFT SERVICE	Industrial Bldg.	Baltimore, Md.	
ADCRAFT SERVICE BUREAU	236 South Ave.	Rochester, N. Y.	
ADDISON-LEWIS & ASSOCIATES, *d*	1004 Marquette Av.	Minneapolis, Minn.	E. A. Engstrom
ADELSTEIN ADV. AGENCY, J. B., *d*		Bayside, N. Y.	J. B. Adelstein
ADIRONDACK ADV. AGENCY	Union Station Bldg.	Utica, N. Y.	J. P. Cumming
ADKRAFT SERVICE	Industrial Bldg.	Baltimore, Md.	
ADVANCE ADV. AGENCY	Lock Box 91	Rolling Prairie, Ind.	Marshall W. Hathaway
ADVANCEMENT ADV. EXCHANGE	P. O. Box 212	Ogden, Utah	
ADVERTISERS' INDIVIDUAL SERVICE, *d-f*	9 S. Clinton St.	Chicago, Ill	Kenneth L. Van Auken, Chester A. Ragland
ADVERTISERS PRESS, INC		Lockport, N. Y.	
ADVERTISING AGENCIES CORPORATION, *a-d-e-g*	247 Park Ave.	New York City	Clarence A. Hope
ADVERTISING AGENCY SERVICE, *d*	45 Academy St.	Newark, N. J.	Anna Yarum, W. F. Schaphorst
ADVERTISING BUREAU OF CALIFORNIA *d*	216 Tenth St.	Santa Rosa, Cal.	
ADVERTISING CHECKING BUREAU, INC.	77 Madison Ave.	New York City	
ADVERTISING COUNSELORS, INC., *d*	67 W. 44th St.	New York City	Leslie H. Smith, J. Louis Meyer
ADVERTISING INDUSTRIES, INC., *a-d*	White Bldg.	Buffalo, N. Y.	Charles J. Wolf, Jr., Philip M. Wolf, A. H. Longbotham
ADVERTISING LETTER SERVICE	Free Press Bldg.	Detroit, Mich.	
ADVERTISING PRODUCERS ASSOCIATED, *f*	332 So. La Salle St.	Chicago, Ill.	
ADVERTISING SERVICE BUREAU, *d*	311 Pine St.	Portland, Ore.	Henry R. Hayck
ADVERTISING SERVICE CO	305 W. 45th St.	New York City	L. B. Joseph, L. E. Joseph
ADVERTISING AIDS CORP	Times Bldgs.	New York City	
AGRICULTURAL ADVERTISERS' SERVICE	76 W. Monroe St.	Chicago, Ill.	
AGRICULTURAL RESEARCH & ADV. SERVICE, *e*	Trust Co. Bldg.	Ithaca, N. Y.	Mary K. Fennell
AITKEN-KYNETT CO., THE, *a-d-e-f-g-h*	1420 Chestnut St.	Philadelphia, Pa.*	H. H. Kynett
	730 5th Ave.	New York City	A. King Aitkins
AJAX ADVERTISING AGENCY, INC., *a-d-e*	20 Vesey St.	New York City	G. T. Padrock
AKIN CO., WILLIAM B	Frick Bldg. Annex.	Pittsburgh, Pa.	C. M. Urben, A. W. McMillen
ALBANY ADV. AGENCY	294 Catherine St.	Albany, N. Y.	Alice M. Becker
ALBEE CORPORATION	Marquette Bldg.	Detroit, Mich.	
ALDEN'S AGENCY, EDWIN	131 E. 4th St.	Cincinnati, Ohio	L. B. Blakemore
ALERT ADV. AGENCY	54 W. 57th St.	New York City	
ALEXANDER ADV. AGCY., *a-d*	1482 Broadway	New York City	E. W. Alexander, Joseph Deutsch
ALEXANDER ADVERTISING AGENCY, INC., *e*	327 S. La Salle St.	Chicago, Ill.	Ray L. Alexander
ALEXANDER CO., MILTON, *a-d*	343 John R St.	Detroit, Mich.	Milton M. Alexander
ALLEN ADV. AGENCY, INC., *e*	440 4th Ave.	New York City	
ALLEN, ELMER L., *e-g*	15 E. 26th St.	New York City	Elmer L. Allen
ALLEN ADV. AGENCY, WALTER A	43 Framington Ave.	Hartford, Conn.	F. S. Montgomery, B. A. Doane
ALLMAN ADV. AGENCY, *d*	2994 East Grand Blvd.	Detroit, Mich.	Clark R. Simmons
ALTNOW-SINGLETON, INC., *e*	Marion Bldg.	Seattle, Wash.	
AMBRO COMPANY, THE, *d-e*	Merchants' Nat'l Bank Bldg.	Cedar Rapids, Iowa	A. O. Ambroz, H. J. Rowe
AMERICAN ADV. AGENCY	26 Brattle St.	Boston, Mass.	B. L. Sinnett
AMERICAN ADV. AGENCY	7 W. 16th St.	New York City	
AMERICAN ADV. AGENCY	16 Third St.	Troy, N. Y.	
	30 N. La Salle St.	Chicago, Ill.	
AMERICAN ADV. AGENCY	Bulkley Bldg.	Cleveland, Ohio	
AMERICAN DEMOGRAPH AGC.	1014 So. Michigan Ave.	Chicago, Ill.	
AMERICAN INTERNATIONAL ADV. AGENCY	27 E. 22nd St.	New York City	A. M. Spiegel
AMERICAN MEDICAL PUB. CO., ADVERTISING SERVICE DEPT.	18 E. 41st St.	New York City	William T. Hanson
AMERICAN SPORTS PUBLISHING CO., *a*	45 Rose St.	New York City	G. H. Bruster
AMES, ALLEN P	1133 Broadway	New York	
AMESBURY ADV AGENCY, *a-e*	716 Phoenix Bldg.	Minneapolis, Minn.	
AMSTERDAM AGENCY, INC., *a-d-e-h*	680 5th Ave.	New York City	William M. Tyack
ANCHOR ADV. AGENCY, *d-e*	Third National Bldg.	Dayton, Ohio	George A. Buchanan
ANDERSON ADV. AGENCY	Stahlman Bldg.	Nashville, Tenn.	
ANDERSON, INC., ALLAN	Manhattan Bldg.	Chicago, Ill.	Allan Anderson
ANDERSON, WARREN W., *d*	39 So. 10th St.	Minneapolis, Minn.	H. I. Swenson
ANDREWS ADV. CORP		Olean, N. Y.	
ANFENGER ADV. AGENCY, INC., *a-d-e-f-g*	Shell Bldg.	St. Louis, Mo.	
ANKRUM ADV. AGENCY, *d-e*	20 W. Jackson Blvd.	Chicago, Ill.	Wm. F. Barkow
APATOW & ASSOCIATES, J. J., *d*	379 Bridge St.	Brooklyn, N. Y.	J. J. Apatow
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AUSPITZ-LEE-HARVEY, *e*	360 N. Michigan Av.	Chicago, Ill.	Wm. M. Price
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AUSTIN, HAROLD C	315 14th St.	Oakland, Calif.	
A. W. ADVERTISING, INC. *a-d-e*	1476 Broadway	New York City	Arthur Woodward, Bliss Woodward
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	215 Market St.	San Francisco, Cal.	
	200 5th Ave.	New York City	
	30 State St.	Boston, Mass.	
	164 W. Jackson Blvd.	Chicago, Ill.	

B

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		Handsboro, Miss.	New York
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BAIRD, JOHN P		Little Rock, Ark.	
BAKER ADV. CO., *d*	417 Central Bldg.	Pueblo, Colo.	
BAKER, J. E	111 N. Charles St.	Baltimore, Md.	
BAKER, WILLIAM HENRY, *d-f*	Guardian Bldg.	Cleveland, Ohio	William Hy. Baker
BAKER-ROBINSON CO.	Campan Bldg.	Detroit, Mich.	
BALDWIN ADV. AGENCY, CHARLES W., *d*	Stento Bldg.	Binghamton, N. Y.	
BALL & DAVIDSON, *d*	Colorado National Bank Bldg.	Denver, Colo.	Craig Davidson
BALL & STAFF, T. H	National Bldg.	Cleveland, Ohio	
BALLARD ADV. AGENCY, O. O.	West Bldg.	Houston Texas	John S. Akin
BALLAU-WANZER, INC.	20 W. Jackson Blvd.	Chicago, Ill.	W. L. Ballau
BALLIETT, INC., CARL J., *d*	Davie & Gaston Sts.	Greensboro, N. C.	
	Johnston Bldg.	Charlotte, N. C.	D. D. Conkwright, F. P. Morton
	Citizen Bldg.	Asheville, N. C.	
		Tryon, N. C.	
		Orlando, Fla.	
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BARNES & FEHLING CO., *a-d-e*	1600 Walnut St.	Philadelphia, Pa.	Louis H. Fehling
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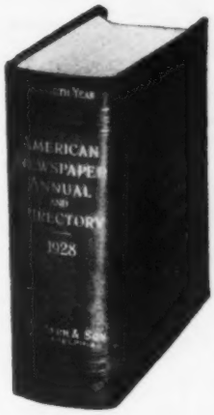
BARROWS, RICHARDSON & ALLEY, *a-d-e-g-h*	Graybar Bldg.	New York City*	H. M. Billerbeck
	77 Franklin St.	Boston, Mass.	

(Continued on page 178)

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. B—Recognized by Southern Newspaper Publishers' Association. C—Recognized by Canadian Daily Newspapers' Association. D—Local publishers' recognition (agency's statement). E—Recommended for recognition by Agricultural Publishers' Association. F—Recommended by Associated Business Papers, Inc. G—Recommended by Periodical Publishers' Association. H—Member of American Association of Advertising Agencies. J—Member Canadian Association of Advertising Agencies. *—Head Office. Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

American Newspaper Annual *and* Directory



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ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 176)

	Address	Space Buyers
BARTON, DURSTINE & OSBORN, INC., *a-d-e-f-g-h*	383 Madison Ave...New York City*.... 220 Delaware Ave..Buffalo, N. Y..... 30 Newbury St....Boston, Mass.....	Bernard C. Duffy Frank McGuirk Douglas Maxwell Robert Story E. E. Ryan L. E. Millot
BARTLETT, EDMUND	50 Union Square...New York City.....	
BASFORD, G. M., *f*	17 E. 42nd St.....New York City.....	R. S. Brown
BASHAM CO., THOMAS E., *a-b-d-e-g-h*	Our Home Life Bld.Louisville, Ky.....	
BASHORE, E. S.	Greiner Bldg.....Palmyra, Pa.....	
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BATEMAN - MILLICAN ADV. AGENCY	Bank Bldg.....Fort Worth, Tex...	
BATES ADV. AGENCY, J. D., *a-d-e-g*	1653 Main St.....Springfield, Mass...	J. D. Bates F. M. Waters
BATES, H. ELLIOTT, M. D.	23 E. 26th St.....New York City.....	
BATES, HARRISON & JANES, INC.	Marsh-Strong Bldg. Los Angeles, Calif..	
BATT ADVG. CO., JOSEPH S.	Chemical Bldg.....St. Louis, Mo.....	
BATTEN CO., INC., GEORGE, *a-d-e-f-g-h*	383 Madison Ave...New York City*.... 10 State St.....Boston, Mass..... McCormick Bldg...Chicago, Ill.....	F. M. Lawrence, R. F. Owsley, H. C. Brandau, New York. D. R. Hathaway, Chicago.
BATTENFIELD & BALL, *d*	Reg.-Tribune Bldg..Des Moines, Ia....	W. E. Battenfield H. B. Brown
BAUER ADV. AGCY., ADRIAN	7th & Chestnut Sts.Philadelphia, Pa....	
BAUER-KREHIEL-SMALL CO.	137 W. 4th St.....Cincinnati, Ohio....	
BAUERLEIN, INC., *a-b-d*	Hibernia Bk. Bldg.New Orleans, La...	R. H. Rumph
BAUM CO., I. W.	Park Bldg.....Pittsburgh, Pa.....	I. W. Baum
BAUMGARTNER ADVG. PUBLICITY CO., *d*	Hearst Tower Bldg.Baltimore, Md.....	J. H. Baumgartner
BAXTER DAVIS ADV. CO., *a-e-h*	Commerce Bldg....Kansas City, Mo....	Junius F. Baxter Donald D. Davis Olin Vandever
BAYLESS-KERR CO., *a-d-e-g*	Hanna Bldg.....Cleveland, Ohio.....	Walter Butcher
BEACH & ASSOCIATES, WILBUR	25 Broad St.....New York City.....	
BEARD ADV. AGENCY, JOHN P.	Little Rock, Ark....	
BEAUMONT & HOHMAN	Mattei Bldg.....Los Angeles, Calif*. American Bk. Bldg.Fresno, Calif..... New Call Bldg.....San Francisco, Cal..	W. C. Beaumont H. D. Cayford R. McCabe
BEDFORD ADV. AGCY., INC., *d*	1180 Fulton St.....Brooklyn, N. Y.... 55 W. 42nd St.....New York City.....	Charles W. Kass Louis J. Meyerson Hyman Sloane
BEEBE ADV. AGENCY	Times Bldg.....New York City.....	
BEEBE ADV. AGENCY, *e*	17 N. State St.....Chicago, Ill.....	
BEERS ADV. AGCY., *d*	9½ O'Reilly St....Havana, Cuba.....	L. McLean Beers
BEESON, INC., STERLING, *a-d-e-f-g*	Second Nat. Bk. Bld.Toledo, Ohio.....	John O. Munn
BEHEL & HARVEY, INC., *a-d-e-g*	326 W. Madison St.Chicago, Ill.....	W. S. Harvey, Jr.
BEHR CO., INC., JULIAN J., *a-d-e-f*	Dixie Terminal Bld.Cincinnati, Ohio....	I. Schifrin
BELL ADV. CO., INC.	255 W. 43rd St....New York City.....	S. B. Mandell
BELL ADV. AGENCY, R. N., *d*	154 Nassau St.....New York City.....	J. S. Bell
BELLAMY-NEFF CO., INC., *a-d-e*	127 N. Dearborn St.Chicago, Ill.*..... 345 Madison Ave...New York City.....	L. T. Neff, Chicago. N. M. Moran, J. P. Neff, New York.
BEMENT, INC., AUSTIN F., *a-d-e-f-g*	Gen'l Motors Bldg.Detroit, Mich.*..... Wrigley Bldg., No..Chicago, Ill.....	Gordon C. Eldredge, Detroit. C. C. Loveless, Chicago.
BENING ADV. CO., *d*	Forum Bldg.....Sacramento, Calif...	W. F. Bening E. T. Goyne
BENJAMIN ADV. CORPORATION	O. C. S. Bank Bldg.Syracuse, N. Y.*...	
BENJAMIN-CHICAGO, *g*	623 S. Wabash Ave.Chicago, Ill.....	Chas. L. Benjamin
BENNETT-WILLIAMS CO., INC., *b-d-e-f*	Wash'ton & College.High Point, N. C... Greensboro Nat'l Bk. Bldg. .....Greensboro, N. C...	H. C. Bennett
BENSON, GAMBLE, JOHNSON & READ, *a-d-e-g-h*	222 W. Adams St..Chicago, Ill.....	Carl H. Jenkins
BENSON, W. H.	5340 Winner Ave...Baltimore, Md.....	
BENTON ADV. CO.	Fowler, Ind.....	
BERESWILL, F.	17 E. 49th St.....New York City.....	
BERGMAN PUBLICITY BUREAU	160 Fifth Ave.....New York.....	
BERINGER & MYERS, INC., *a-d-e*	22 W. Monroe St..Chicago, Ill.....	M. Ondo
BERLINER, LAWRENCE T.	154 Nassau St.....New York City.....	Lawrence T. Berliner
BERRY CO., ROBERT H., *d*	Calo Bldg.....Los Angeles, Calif..	Robert H. Berry
BESACK-SANDS ADV. CO., *d*	Gumbel Bldg.....Kansas City, Mo....	W. H. Besack F. W. Sands Weller Overstreet
BEVERAGE & CO.	121 Center St.....Portland, Me.....	
BIDDLE-PARET PRESS, *d*	129 N. 12th St.....Philadelphia, Pa....	Howard Law
BIESPIEL, LEE S.	38 S. Dearborn St..Chicago, Ill.....	
BIGELOW, INC., BURTON, *d*	296 Delaware Ave..Buffalo, N. Y.....	Owen F. Thompson
BILLINGS ADV. CO., *d*	439 Stapleton Block.Billings, Mont.....	W. W. Gail
BINKLEY ADV. AGENCY, *d*	M. & P. Bank Bldg.Sherman, Texas....	James M. Binkley
BIOW CO., INC., *a-d-e-g-h*	9 E. 40th St.....New York City.....	F. A. Smith
BIRCH CO., F. H.	367 Boylston St....Boston, Mass.....	
BIRCH-FIELD & CO., INC., *a-d-e-g*	110 W. 40th St....New York City*.... 42 Exchange St....Rochester, N. Y....	John S. Norton
BIRCHARD CO., *e*	Bigelow Bldg.....Seattle, Wash.....	
BISBERNE ADV. CO., *a-d-e-g*	58 E. Washington St.Chicago, Ill.....	R. Bernstein
BISSELL & LAND, INC., *a-d-e-f-g-h*	339 Blvd. of the Allies .....Pittsburgh, Pa.....	G. E. Land
BIXBY, INC., R. W.	268 Main St.....Buffalo, N. Y.....	Kenneth H. Bixby
BLAAUW - HIPPLE - BLAAUW, INC.	Fidelity Bldg.....Tacoma, Wash.*....	
BLACKBURN ADV. AGENCY	Mutual Home Bldg.Dayton, Ohio.....	
BLACKET & SAMPLE, INC., *a-d-e-g*	Garland Bldg.....Chicago, Ill.....	George R. McGivern
BLACKISTON & STAFF, G. P.	Blackiston Bldg....Canton, Ohio.....	
BLACKMAN CO., THE, *a-d-e-f-g-h*	120 W. 42nd St....New York City*.... Gwynne Bldg.....Cincinnati, Ohio....	Leonard T. Bush Max Hacker F. J. Hermes George Schiesser John Hill
BLAINE-THOMPSON CO., *a-d-e-g*	12 E. 4th St.....Cincinnati, Ohio....	Myer Lesser E. K. Woodrow A. L. Pope J. L. Clough
BLAIR CO., *d*	421 Seventh Ave...Pittsburgh, Pa.....	James G. Blair
BLAKE, JOHN W, *a-e-g*	Proctor Bldg.....Yonkers, N. Y.....	
BLAKER AD. AGCY., INC., *d-e-g*	420 Lexington Ave.New York City.....	Theodore D. Siegel Paul Sprinz Marg. Baldwin Milton Stoddard Anna Brown John Alberger Bernard Schapiro

(For Explanation of Key Letters See Page 176)

	Address	Space Buyers
BLISS ADV. SERV., INC., H. A.	1000 Elmwood Ave. Buffalo, N. Y.....	
BLOCH ADV. AGCY., ADOLPH L., *d-e*	Graphic Arts Bldg..Portland, Ore.....	Adolph L. Bloch
BLODGETT CO., HARVEY	University & Wheeler Aves....St. Paul, Minn.*... Gr'd C'l Terminal..New York City..... First Natl. Bk. Bld.Chicago, Ill..... 724 Old South Bldg.Boston, Mass.....	
BLOESER & CO., WAL, *d*	435 N. Michigan Blv.Chicago, Il.....	V. L. Huster
BLOESSER-WILLIAMS CO.	63 N. Pryor St....Atlanta, Ga.....	
BLOODHART SOAT CO., INC. *d-e*	Bankers Reserve Life Bldg.....Omaha, Nebr.....	Raymond Soat M. T. Gates
BLOOMINGDALE-WEILER ADV. AGENCY, *a-d-e*	1420 Chestnut St..Philadelphia, Pa....	Samuel Taubman
BLUM ADV. CORPORATION, CHARLES, *a-d-e-g-h*	1120 Spruce St....Philadelphia, Pa....	Edward A. McCay
BLUMENSTOCK, INC., GEO. C.	14 E. Jackson Blvd.Chicago, Ill.....	
BLUM'S ADV. AGENCY	618 S. Spring St...Los Angeles, Calif..	Randolph R. Clement
BOGIN, INC., A. R., *d*	178 Second Ave....New York City.....	Herm. L. Friedberg
BOLLAND, J. E., *d*	33 W. 42nd St.....New York City.....	J. E. Bolland
BOHNETT & CO.	Walsh Bldg.....Cincinnati, Ohio....	
BOLDT CO., KARL F.	Security Bldg.....Dubuque, Ia.....	
BOLLING, JOHN RANDOLPH	2340 S St., N.W...Washington, D. C...	
BOLTON ADV. CO., INC., *d*	Mahoning Bk. Bldg.Youngstown, Ohio..	Paul H. Bolton
BOND ADV. AGENCY, ARTHUR T., *a-d*	20 Central St.....Boston, Mass.....	Arthur T. Bond
BOND, INC., WILLARD H.	247 Park Ave.....New York City.....	
BONSIB, INC., *d-e-f*	First Nat'l Bk. Bld.Fort Wayne, Ind...	Louis W. Bonsib Robert F. Kelty Willis F. Carto
BOOMER, ROY R.	Exch. Nat'l Bank..Spokane, Wash.....	
BOOTH ADV. & PUBLICITY COUNSELOR, LEON L., *d*	Washington Hotel Bldg. .....Shreveport, La.....	Leon L. Booth
BORGATTI, INC., JOSEPH J.	80 Boylston St.....Boston, Mass.....	
BOROUGH ADV. AGENCY, *a-d*	Arbuckle Bldg.....Brooklyn, N. Y....	David Laventhall
BOSTON FINANCIAL NEWS ADV. CO.	109 State St.....Boston, Mass.....	
BOSTON NEWS BUREAU, *a-d*	30 Kilby St.....Boston, Mass.....	Guy Bancroft
BOSTWICK, INC., C. A.	Commerce Bldg....Rochester, N. Y....	
BOTSFORD ADV. AGCY., HY.	Hydetown Road....Titusville, Pa.....	
BOTSFORD-CONSTANTINE CO., *a-d-e-g-h*	45 Fourth St.....Portland, Ore.*..... White Bldg.....Seattle, Wash..... Standard Oil Bldg..San Francisco, Cal..	F. Coykendall
BOTT ADV. AGENCY, *a-b-d-e*	Home Insur. Bldg..Little Rock, Ark...	Dwight L. Stoddard
BOWERMAN AGENCY, B. S.	121 Commerce St...Baltimore, Md.....	
BOWERS, CHARLES WM., *d*	116 S. Monroe St..Baltimore, Md.....	Charles W. Bowers
BOWERS CO., INC., THOMAS M., *a-d-e-g*	Kimball Hall Bldg.Chicago, Ill.....	Joseph F. Brown
BOWLEY ADV., P. D., *d*	60½ E. Main St...Battle Creek, Mich..	P. D. Bowley
BOWMAN CO., JOSEPH C.	Caxton Bldg.....Cleveland, Ohio.....	Joseph C. Bowman
BOYD ADV. AGENCY	Symes Bldg.....Denver, Colo.....	
BOYD ADV. CO.	Spitzer Bldg.....Toledo, Ohio.....	
BOYD ADV. CO., FRANK D.	Liberty Central Trust Bldg.....St. Louis, Mo.....	Frank D. Boyd
BOYLE, INC., JOHN D.	562 Fifth Ave.....New York City.....	
BOYNTON ADV. AGENCY, INC., HENRY P., *d*	1370 Ontario St....Cleveland, Ohio.....	H. P. Boynton W. D. Will M. C. Dietz
BOZELL & JACOBS, INC., *d-e*	Electric Bldg.....Omaha, Neb.....	Morris E. Jacobs Leo B. Bozell
BRADT & PIKE CO. ADV. SERVICE	914 Eleventh St....Modesto, Calif.....	
BRANDT ADV. CO., *a-d-e-g*	435 N. Michigan Av.Chicago, Ill.....	D. L. Faus
BRANN, INC., W. L., *a-d-e-g*	270 Madison Ave...New York City.....	S. E. Langdoc
BREARLEY-HAMILTON CO.	Michigan Tr. Bldg..Grand Rapids, Mich.	
BREARLEY SERVICE ORGANIZATION	1440 Broadway.....New York City.....	H. C. Brearley H. R. Gall E. B. Pollard
BRECHT-FOLLARD, INC., *d-e*	170 N. Queen St...Lancaster, Pa.....	B. W. Stelle L. H. Wessinger
BREEDING MURRAY & SALZER, *g*	Liberty Trust Bldg.Philadelphia, Pa....	
BRENNINGER & CO., A. W., *e*	80 Federal St.....Boston, Mass.....	
BRENISER & CO., *d-e*	1607 Sansom St....Philadelphia, Pa....	
BRENNEN-PHELPS CO., *d-e-g*	Republic Bldg.....Chicago, Ill.....	Charles J. Eastman
BREWTON, A. C.	6th & F Sts., N.W.Washington, D. C...	
BRIARCLIFF ADV. AGCY., INC.	1480 Broadway.....New York City*..... Pleasantville Road..Briarcliff Manor, N. Y.....	O. J. Bevier
BRICKA-FORD CO., *d-g*	1457 Broadway.....New York City.....	George W. Bricka A. J. Ford
BRIGGS CO., ALBERT M.	Wrigley Bldg.....Chicago, Ill.....	
BRIGGS, RALPH E.	21st St. & Payne Av.Cleveland, Ohio.....	
BRIGGS FINNEY ADV. AGCY., *d*	1630 Tribune Tower.Chicago, Ill.....	Finney Briggs
BRINKERHOFF, INC., *d*	37 W. Van Buren St.Chicago, Ill.....	
BRISACHER & STAFF, EMIL, *a-d-e-g*	Crocker Bldg.....San Francisco, Cal.* Petroleum Sec. Bldg.Los Angeles, Calif.. Northwestern Bank Bldg. .....Portland, Ore.....	Rob. T. Van Norden
BRITT-GIBBS ADV. CO., INC., *a-d-e*	Internat'l Life Bldg.St. Louis, Mo.....	R. G. Swarting
BRITTON & CHADWICK, *d*	1928 W. 7th St....Los Angeles, Calif..	W. P. Chadwick
BROCKLAND & MOORE, INC., *a-d-e-g*	Federal Commerce Trust Bldg.....St. Louis, Mo.....	M. Flood
BROGAN, INC., G. W., *f-g*	.....Towson, Md.....	Graham W. Brogan
BROMFIELD & CO., INC., *a-d-e-g-h*	45 W. 34th St.....New York City.....	P. B. Bromfield
BROOKE, SMITH & FRENCH, INC., *a-e-f-g-h*	206 Eliot St.....Detroit, Mich.*..... Advertisers Bldg....Oakland, Calif..... Chamber of Commerce Bldg.....Los Angeles, Calif.. Pacific Bldg.....Portland, Ore..... Lloyd Bldg.....Seattle, Wash.....	Charles H. Marvin
BROOKS OF ILLINOIS, INC., *d*	30 N. Michigan Av.Chicago, Ill.....	Will H. Howell W. H. Bergstrom R. C. Mower
BROOKS ADV. AGENCY, ROB. H., *a-e-f-g*	Boyle Bldg.....Little Rock, Ark..... 30 N. Michigan Av.Chicago, Ill.....	Rob't H. Brooks, Little Rock. R. W. Mower, Chicago.
BROOKS ADV. AGENCY, S. M., *a-b-d-e*	Boyle Bldg.....Little Rock, Ark....	E. L. Saunders G. T. Lefever
BROOMFIELD HANCOX CO., *d*	1012 Walnut St....Philadelphia, Pa....	
BROUGHTON ADV. SERVICE, *e*	222 W. Adams St..Chicago, Ill.....	
BROUILLETTE, LUCIEN M., *d*	Tacoma Bldg.....Chicago, Ill.....	L. M. Brouillette Harold I. Orwig
BROWN ADV. AGCY. E. H., *d*	140 S. Dearborn St.Chicago, Ill.....	J. R. Allen E. H. Brown
BROWN ADV. AGENCY, INC., *a-d-e-g*	Times Bldg.....New York City.....	William Epner
BROWN & CO., JAMES A.	59 Market Arcade..Buffalo, N. Y.....	
BROWNE AGENCY, L. V., *d*	Davies Bldg.....Dayton, Ohio.....	L. V. Browne
BROWN, W. M.	Washington Arcade Bldg. .....Detroit, Mich.....	
BROWN & CO., W. V., *d*	1st Nat'l Bk. Bldg..Columbus, Ohio....	W. V. Brown
BROWN, CONNERY & CO., INC., *a-d-e*	212 W. First St...Oklahoma City, Okla.	J. Cecil Brown David L. Thomas
BROWN & GUEST CO.	60 Broadway.....New York.....	

(Continued on page 180)

The RED HEADS of Advertising

A large taxicab company has turned thumbs down on red-haired drivers. Hereafter no more sorrell-topped operators need apply for jobs.

"It isn't that they lack courtesy, honesty, or ability," explains the president of the gasoline fleet, "but simply that they take too many chances!"

There's small allowance for red-headed daring in a business whose slogans preach "Safety first" . . . "Drive slowly" . . . "Take no chances" . . . but there's a world of work waiting to be done by the red heads in advertising.

The things that most advertising offers are bought largely by reasonably young people. Young folks are sensational. Compare the furious tempo of their busy lives with the irritating placidity of most advertising copy!

Do you realize just how much of the buying in America today is done by people in their twenties and thirties? They're the ones who are busy building houses, furnishing homes, raising families, buying cars—and getting ready to trade them in for next year's models.

They haven't begun to worry about leaving an estate.

They talk a lingo of their own. They think thoughts of their own. They like to talk with folks of their own interesting years.

Red Head, Blonde, or Brunette—our Copy Department is generously sprinkled with young writers. Purposely so. When they start out to sell in print, they are talking to their contemporaries—not the coming generation.

There are activities in our organization where age confers advantages aplenty—but not so much in the word business, the business of writing advertising.

As we said in a previous advertisement, use young sellers in talking to young buyers.

GEORGE
BATTEN
COMPANY
INC.
Advertising

NEW YORK
CHICAGO
BOSTON

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 178)

	Address	Space Buyers
BROWNELL ADV. SERVICE	Hanselman Bldg. Kalamazoo, Mich.	
BROWNE, LTD., T. B.	163 Queen Victoria St., E. C. London, England* 53 Cross St. Manchester, Eng. 65 Bath St. Glasgow, Scotland 38 Rue du Louvre Paris, France 333 George St. Sydney, Australia 33 W. 42nd St. New York City	Wm. Hopkinson Robert B. Wann
BRUNN ADV. SERVICE	1417 Northwestern Bank Bldg. Portland, Ore.	
BRYAN CO., RALPH B., *d*	23 Greenview Ave. Jamaica Plains, Boston, Mass.* 207 Temple St. W. Roxbury, Mass. 1392 Julian Ave. St. Louis, Mo.	Ralph B. Bryan, Boston. Roger A. Swift, West Roxbury. Victor E. Bacon, St. Louis.
BRYAN & BRYAN, *d-e*	Giddens Lane Bldg. Shreveport, La.	C. W. Bryan M. L. Bryan
BRYAN, KOELTZ & MARSHALL, *d-e*	844 E. Jefferson St. Louisville, Ky.	Frank S. Moses, Jr.
BUCHANAN, F. - FERNANDEZ ADV. CO.	Bulkley Bldg. Cleveland, Ohio	
BUCHANAN ADV. AGCY., JOHN	244 Washington St. Boston, Mass.	
BUCHANAN - THOMAS ADV. CO., *a-d-e*	412 S. 19th St. Omaha, Neb.	G. H. Lindley
BUCHEN CO., *a-d-e-f-g-h*	28 E. Jackson Blvd. Chicago, Ill.* Prudden Bldg. Lansing Mich.	John M. McDonald G. O. McCausland R. H. Irvine
BUCK COMPANY, GLEN, *a-d-g*	39 S. La Salle St. Chicago, Ill.	L. F. Vanderblue
BUCKHAM, THOMAS R.	710 Clifford St. Flint, Mich.	Thomas R. Buckham
BUCKINGHAM CO., INC.	Flanders Bldg. Philadelphia, Pa.	
BUCKLEY, EARLE A., *d*	1600 Arch St. Philadelphia, Pa.	Earle A. Buckley
BUFFALO ADV. AGENCY	173 W. Eagle St. Buffalo, N. Y.	
BUFFUM, BOROUGHS & LANDFIELD, *d*	911-912 Transportation Bldg. Los Angeles, Calif.	Leslie Jones
BULL, INC., J. C., *g*	101 Park Ave. New York City	
BULL, NORRIS L.	721 Main St. Hartford, Conn.	Norris L. Bull
BURNETT & FOYE	168 Bridge St. Springfield, Mass.	
BURNETT-KUHN AD. CO., *a-d-e*	605 N. Michigan Av. Chicago, Ill.	E. K. Massey
BURNHAM & FISHLER, INC., *f-g*	110 E. 42nd St. New York City	T. J. Reese
BURNS-HALL ADV. AGENCY, *a-d-e-f-g*	137 Second St. Milwaukee, Wis.	N. L. Telander
BURNS, CHARLES L., *d*	Hollenden Hotel Cleveland, Ohio	C. L. Burns
BURTNETT, GERALD B.	609 S. Grand Ave. Los Angeles, Calif.	
BUSINESS NEWS BUREAU, *d*	Western Pacific Bld. Los Angeles, Calif.* 505 Pioneer Dr. Glendale, Calif.	
BUSINES RESEARCH & DEVELOPMENT CO.	14 E. Jackson Blvd. Chicago, Ill.	
BUSWELL SERVICE	Box 867 Kalamazoo, Mich.	James H. Buswell Gertrude Tousey
BUTLER ADV. CO.	36 W. Gay St. Columbus, Ohio	
BUTLER CO., JOHN L., *e*	Public Ledger Bldg. Philadelphia, Pa.	
BYER & BOWMAN, *d*	49 E. Gay St. Columbus, Ohio	Gus K. Bowman Joel M. Burghalter Herbert Byer
BYERLY, OLIVER M., *e*	Penton Bldg. Cleveland, Ohio	
BYRUM ADV. AGENCY, R. H.	1829 Champa St. Denver, Colo.	R. H. Byrum

C

	Address	Space Buyers
CADY ADV. SERVICE, *d*	Midland National Bank Bldg. Billings, Mont.	S. L. Glasgow A. M. Johnson J. W. Reynolds R. P. Nelson B. O. Jackson
CAHILL ADV. CO., *a-d-e-f*	Pacific Bldg. San Francisco, Cal.* M. Harris Bldg. Los Angeles, Cal.	M. A. Cabill
CALDWELL-BAKER CO., *d-e-f*	Merchants Bank Bldg. Indianapolis, Ind.	Howard C. Caldwell Jas. D. Carpenter Ellis J. Baker
CALHOUN ADV. AGENCY, *d*	509 Seventeenth St. Denver, Colo.	K. M. Ohlander H. E. Ohlander
CALIFORNIA ADVG. CO., *d*	215 W. 11th St. Los Angeles, Cal.	
CALKINS & HOLDEN, INC., *a-d-e-g-h*	247 Park Ave. New York City	F. J. Fitzgerald E. B. Wilson
CALLO CO., JOSEPH F., *d*	341 East 149th St. New York City	John E. Brennan John F. Spencer
CALLOWAY ASSOCIATES, INC., *e*	121 Beach St. Boston, Mass.	
CALL'S BANKERS SERVICE CORP., *b*	25 Bay St. E. Savannah, Ga.	
CALUMET ADV. CO., *d-e*	2316 Calumet Ave. Chicago, Ill.	P. H. McCalla
CAMPBELL ADV. AGENCY, *d*	P. O. Box 1842 Ft. Lauderdale, Fla.	A. L. Campbell
CAMPBELL ADV. AGENCY, *d*	19 W. 44th St. New York City	John S. Peckham Wallace Campbell
CAMPBELL ADV., INC., *d-e*	2313 Madison Ave. Toledo, Ohio	
CAMPBELL ADV. AGENCY	103 S. Court St. Florence, Ala.* 134 N. La Salle St. Chicago, Ill.	E. B. Hall
CAMPBELL CO., W. AUSTIN, *d*	Arcade Bldg. Los Angeles, Cal.	W. Austin Campbell N. J. Boroughs
CAMPBELL-EWALD CO., INC., *a-d-e-g-h*	Gen'l Motors Bldg. Detroit, Mich.* 292 Madison Ave. New York City 360 N. Michigan Av. Chicago, Ill. Skinner Bldg. Seattle, Wash. Monadnock Bldg. San Francisco, Cal. Chamber of Commerce Bldg. Los Angeles, Cal. Bedell Bldg. Portland, Ore. 347 Bay St. Toronto, Ont. Canada Cement Bldg. Montreal, P. Q. 15 Avenue Matignon Paris, France	J. J. Hartigan G. S. Crane
CAMPS ADVG. AGENCY, INC., HORATIO	90 West St. New York City	
CAPEHART-CAREY CORP., *a-d-e*	Times Bldg. New York City* 120 Boylston St. Boston, Mass. 64 West Randolph St. Chicago, Ill.	
CAPLES CO., THE, *a-d-e-g*	225 E. Erie St. Chicago, Ill.* Grand Central Terminal New York City	Ruth D. Folster, New York W. E. Gibson, Chicago
CARAVEL SERVICE, THE, *d*	1482 Broadway New York City	W. A. Kolbert
CARLYSLE COMPANY, *d-e*	47 W. 34th St. New York City	Emanuel Goldman
CARMICHAEL'S AGENCY	Pocahontas, Ia.	
CAROLINA ADV. CO.	Charleston, S. C.	
CARPENTER ADV. CO., *d-e-g*	Union Mortgage Bldg. Cleveland, Ohio	J. J. Marquart
CARPENTER-ROGERS CO., *d-e*	Wholesale Merchants Bldg. Dallas, Tex.	H. A. Rogers
CARR & COLUMBIA, *d-e-f-g*	17 East 38th St. New York City	
CARTER ADV. AGENCY, *d-f-g*	285 Madison Ave. New York City	
CARTER-RUWE CO.	72 Washington St. New York City	
CASEY-LEWIS ADV. CO., *a-b-d-e*	Nashville Trust Bldg. Nashville, Tenn.	Rumsey Lewis
CASS ADV. AGENCY	Mount Carmel, Ill.	
CASTELLO, RAYMOND L.	Miller Bldg. Pittsfield, Mass.	
CAUSEY CO.	Maryland Bldg. Washington, D. C.	
CAVE & CAVE ADV. SERV., *d*	91 N. Main St. So. Norwalk, Conn.	Lloyd G. Cave
CECIL & CECIL, *a-b-d-e-g-h*	12th & Ban Sts. Richmond, Va.* 247 Park A New York City Drovers & Mechanics Bk. Bk. Baltimore, Md.	Stuart Jackson
CENTRAL ADV. AGENCY	Bakersfield, Cal.	
CENTRAL ADV. SERVICE, INC.	286 5th Ave. New York City	Louis Britwitz
CENTURY ADV. SERVICE	730 5th Ave. New York City	
CHAMBERS AGENCY, INC., *a-b-d-e-g-h*	339 Carondelet St. New Orleans, La.* 551 5th Ave. New York City Starks Bldg. Louisville, Ky.	Miss M. Burvant, New Orleans
CHAMBER, BRECHT & POLLARD	170 N. Queen St. Lancaster, Pa.	Edward B. Pollard Harold S. Brecht
CHAMBERS & WISSWELL, INC., *a-d-e*	296 Boylston St. Boston, Mass.	Lawrence L. Shea
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(Continued on page 184)

(For Explanation of Key Letters, See Page 176)

INTERCHANGEABILITY

THE high standards which apply to Scott production are as closely followed in our public statements. When we say Scott parts are *interchangeable,* therefore, we mean exactly what we say.

We mean, for instance, that each part of every Scott Newspaper Press is definitely numbered and machined to such high standards that it is immediately interchangeable with the corresponding part of *any* Scott Press. And, this not only applies to small parts.

We mean that the sideframes and base of every Scott Printing Unit are immediately interchangeable with the corresponding parts of *any* Scott Printing Unit.

We mean that the floor plates and base of each such unit are machined to interchange with corresponding parts and that, when fitted together in this way, they form a rigid one-piece structure which is in absolute alignment with the drive shaft independent of sub-structure.

We mean that one printing unit can be moved from position and a similar printing unit immediately substituted.

We mean that all parts of all Scott Folders are similarly interchangeable and that folder and passage bases are machined so that, when entire printing units and folders are assembled, they form, to all intents and purposes, *one piece,* possessing rigid framing and a base with drive shaft bearings independent of sub-structure.

We assemble these printing units and folders in any desired combination under basic and exclusive patents issued and pending which apply to both our "Multi-Unit"* and "Straight-Unit"* Presses.

*What Constitutes a "Unit?"

Among newspaper publishers, the term "Unit" is generally applied to a printing unit and not to a folding unit. In the construction described above, however, *the entire machine becomes one rigid unit.*

Scott

"Multi-Unit" and "Straight-Unit"

NEWSPAPER PRESSES

WALTER SCOTT & COMPANY

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THE BEST THAT

Chicago Tribune Newspapers

The Gumps

Gasoline Alley

Harold Teen

Winnie Winkle

Moon Mullins

Smitty

Little Orphan Annie

Kids

"Little Orphan Annie's come to our house to stay" . . .

And No Newspaper That Ever Had Annie Can Go On Keeping House Without Her—

SIX weeks ago the Billings Gazette, Billings, Montana, sent "Little Orphan Annie" away for a week to test her popularity with their readers. The number of protests received by mail, in person, and over the telephone, kept the entire personnel of the Gazette so busy that they could hardly get out the paper. So, on the seventh day, the Gazette brought Annie back—*to stay!* They were forced to print a full page of "Little Orphan Annie" strips, telling what she had been doing while she was away.

The experience of the Billings Gazette is not an unusual one. In a number of newspapers "Little Orphan Annie" has grown to be the most popular comic strip. Once she has endeared herself to a newspaper's readers, they refuse to go on without her.

The Chicago Tribune, one day, omitted "Little Orphan Annie" from the paper. At one o'clock in the morning the calls began coming in, demanding to know her whereabouts. After a strenuous day for everyone in the Tribune organization, trying to reassure her thousands of anxious friends, Annie returned triumphantly the next morning—with her picture and a story on the front page of the World's Greatest Newspaper.

Among other papers who have tried the experiment of doing without "Little Orphan Annie" are: The Times Dispatch, Richmond, Va.; The News, Miami, Fla.; The Ledger Dispatch, Norfolk, Va.; The Kansan, Kansas City, Kan. The length of time these papers have appeared without "Little Orphan Annie" varies from twenty-four hours to six months—but always they come back for Annie to help them keep house . . . You would be amazed at the number of people who turn to "Little Orphan Annie" *first* when they open a newspaper . . . Let Annie help you increase and hold *your* circulation . . . Proofs and prices on request.

THE CHICAGO TRIBUNE NEWSPAPERS SYNDICATE ANNOUNCES A BRAND NEW ADDITION TO ITS FAMILY OF COMICS

KIDS *by* Bert Green

A rollicking, spirited child-comic that will captivate readers everywhere. Meet the members of the neighborhood "gang" — all real American kids!

FAT—*who is always getting into trouble with his "old man".*

BEBE—*the girl. The very breath of romance and inspiration to the* KIDS.

MASTER ROBERT—the rich boy. "Home, James", sez he—and oh! what the gang does to him!

RED—*the brains of the gang, and the embodiment of animal spirits.*

SMOKEY—*the colored boy. All eyes; plans the mischief and escapes the consequences.—*

And miscellaneous members of the gang who move in and out of the neighborhood.

"Kids" is an effective and intriguing picture-story of the escapades, joys and sorrows of a crowd of lively youngsters.

Bert Green, daddy of "Kids", is author of "Love Letters of an Interior Decorator", a series of humorous articles appearing in Liberty Magazine. Illustrated by the author.

On February 19th "Kids" will take its place in the World's Greatest Newspaper with "Smitty", the office boy; "Little Orphan Annie," beloved child of the comics; "Moon Mullins" and his irrepressible brother, Kayo; "Harold Teen", the adolescent American youth; "Winnie Winkle", the "woikin goil"; "Gasoline Alley", where Skeezix is growing up all too quickly; and "The Gumps".

. . . . All tested, proven comics, invaluable to the two newspapers with the largest circulations in America—The Chicago Tribune and The New York News. . . . And now another one! appealing, hilarious, vital! . . . Wire for prices *immediately!* . . . . Have the first installment of "Kids" on February 19th.

CHICAGO TRIBUNE

Tribune Square

MONEY CAN BUY!

Syndicate Features for 1928

Only Seven Months Old and Already One of the Most Popular Syndicate Features!

CHICAGO TRIBUNE NEWSPAPERS SYNDICATE features win almost instant approval from newspaper readers.

"You And Your Children," by Mrs. Gladys Huntington Bevans, a department covering child training, appeared in the Chicago Tribune and New York News little more than seven months ago. Now, many newspapers in the United States publish these intensely interesting articles. Mothers and fathers all over the country follow them eagerly. The immediate response to this innovation in newspaper features is characteristic of the popularity of Syndicate features.

. . . "The Sayso of Holleran Yell," by Westbrook Pegler, was added to the Syndicate list a year ago . . . Today millions of readers have a first-hand acquaintance with the eccentric fight promoter. Mr. Pegler has a vocabulary and slant on sports that is startingly different . . . A tonic for any feature page!

. . . Comics, cartoons, fiction! Humor, children, etiquette, beauty, love, fashions, cooking! . . . The Chicago Tribune Newspapers Syndicate has features to cover every phase of modern life . . . These are the features that have caused the Chicago Tribune and the New York News to increase their circulations until now they are leaders in America . . . Do you want to increase *your* circulation? . . . Write for information. . . proofs. . . mats.

* * * * * * *

THE BEST SHORT STORIES OF 1927

THE Chicago Tribune Newspapers Syndicate buys the finest fiction obtainable in the New York market. The newspapers who publish the Syndicate's Blue Ribbon stories know they are first-rate fiction by the best writers. This judgment was confirmed in the Boston Transcript when a list of the "best short stories of 1927," selected by Edward J. O'Brien, was published. **Twenty-seven per cent** of the Tribune Syndicate stories for last year were named among these "distinctive" short stories . . . Just another indication that Blue Ribbon fiction is always a leader—not only among newspapers, but in competition with magazines, for these were the only newspaper stories mentioned in the list . . . Powerful . . Fascinating . . Entertaining . . Write for list of Blue Ribbon Fiction for this year!

A Great Scoop!

THE lightning-like speed of the Chicago Tribune Press Service was demonstrated two weeks ago on the Snyder-Gray story. On January 11th a stay of execution was granted a few hours before the time set for their death. Papers subscribing to the Chicago Tribune Press Service received the news from twelve minutes to an hour ahead of other newspapers. The next night the story of the execution was flashed to members of the Chicago Tribune Press Service, in advance of other services, with unrivaled speed. The following are a few of the telegrams received from newspapers all over the country on this story.

"A great scoop."
Cleveland Plain Dealer

"A clear, clear scoop. Always depend on you."
Memphis Commercial Appeal

"A clean and outstanding beat on Snyder stay."
Los Angeles Times

"Snyder scooped all two hours."
Omaha World Herald

"Great stuff. You scored a clean scoop."
Detroit Free Press

"Congratulations. 15 minutes ahead of opposition."
Denver Post

"Big service on Snyder all way through."
Syracuse Post Standard

"Congratulations on Snyder-Gray service tonight and last night."
Washington Post

"Congratulations. 12 minute beat on field."
Sioux City Journal

CHICAGO TRIBUNE PRESS SERVICE

Fifty of them! . . . An impressive list of representative American and foreign newspapers. They subscribe to the Chicago Tribune Press Service:

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Chicago Tribune Press Service means the latest and most reliable news *first!*

Newspapers Syndicate

. . . . . Chicago

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(Continued from page 180)

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DOLLENMAYER ADV. AGCY., *a-d-e-g*	Metropolitan Life Bldg., Minneapolis, Minn.	
DOLMAN CO., INC., *a-d-e*	New Call Bldg., San Francisco, Cal.	M. T. Dolman; James W. Elliott; Le Baron Coakley
DOMBROWER ADV. AGENCY, RALPH L., *b-d*	Mutual Bldg., Richmond, Va.*; Colorado Bldg., Washington, D. C.	James J. Birnie; Edw. I. Wallerstein; Philip Rosenfeld
DONAHUE ADV. AGCY., INC.	233 Broadway, New York City	
DONAHUE ADV. AGENCY	233 Broadway, New York City	
DONNELLY CO., LEE E., *e-f*	Penton Bldg., Cleveland, Ohio	
DONOVAN-ARMSTRONG, *a-d-e-g*	1211 Chestnut St., Philadelphia, Pa.	R. W. Dedekind
DOOLITTLE, R. EDSON	656 Broadway, New York City; 44 Broad St., New York City*	
DOREMUS & CO., *a-d-e-g*	208 So. La Salle St., Chicago, Ill.; 30 Kilby St., Boston, Mass.; Hunter-Dulin Bldg., San Francisco, Cal.	
DORLAND ADV. AGENCY, *g*	101 Park Ave., New York City	James Allen, Jr.
DORLAND AGENCY, INC., *a-d-e-g*	244 Madison Ave., New York City*; Bolivar 836, Buenos Aires, S. A.; Avenida rio Branco No. 137, Rio de Janeiro, Brazil, S. A.; Gante 14, Mexico City, Mex.	James Allen
DORLAND INTERNATIONAL, *a*		
DORLAND AGENCY, INC.*	244 Madison Ave., New York City	
DORLAND ADVG. AGENCY	Presston Building, Atlantic City, N. J.	
DORLAND ADVERTISING, LTD.	Dorland House, 14 Regent St., S. W. 1, London, England	
AGENCE DORLAND	65 Avenue de Champs Elysees, Paris, France	
ROLAND-RUDOLPH MOSSE INTERNATIONAL	Jerusalemer Strasse 46, S. W., Berlin, Germany	
DORLAND-RUDOLF MOSSE INTERNATIONAL	Seilerstatte, 2, Vienna, Austria	
DORLAND-GUMAELIUS	Karduansmakaregatan 9, Stockholm, Sweden	
DORLAND-INTERNATIONAL	Graben Nr. 6, Prague, Czecho-Slov.	
DORLAND-INTERNATIONAL	Limmatquai 34, Zurich, Switzerland	
DORLAND-INTERNATIONAL	Marschalkowska 124, Warsaw, Russia	
DORLAND INTERNATIONAL BELL	536 Defensa U. T. 38-Mayo 1949, Buenos Aires, S. A.	
DORLAND ECLECTICA INTERNATIONAL	Praca Marechal Floriano 35-39, Rio de Janeiro, Brazil, S. A.	
DORLAND-BOSSERO	Gante 14, Mexico City, Mex.	
DORLAND-GORDON & GOTCH	Barrack & Clarence Sts., Sydney, Australia	
DORLAND-AGENCE-ROSSEL	122 Rue Royale, Brussels, Belgium	
DORLAND-NIJGH & VAN DITMAR	Wijnhaven 111-113, Rotterdam, Holland	
DORLAND-GUMAELIUS	Gransen 5-7, Oslo, Norway	
DORLAND-DE FORENEDE ANNONCEBUREAUER	Amagertorv 23, Copenhagen, Denmark	
DORLAND-PUBLICITAS	Av. Condebeñalver, 23, Madrid, Spain	
DORLAND-PUBLICITAS	Calle Pelayo 9, Barcelona, Spain	
DORLAND-A. H. GARNIER & CO.	San Jose, Costa Rica, C. A.	
DORLAND - PHILIPPINE AGENCY SERVICE	P. O. Box 1269, Manila, P. I.	
DORLAND ADV. AGCY, *d*	Presston Bldg., Atlantic City, N. J.	Wm. Manning; E. J. Wallis
DORRANCE, SULLIVAN & CO., INC., *a-d-e-f-g*	130 W. 42nd St., New York City*	H. E. Pengel
DORSEY ADV. AGENCY, ALBERT H., *d*	Bulletin Bldg., Philadelphia, Pa.	Raymond McFadden
DOUGHERTY ADV. CO., INC.	Cannon Bldg., Troy, N. Y.	J. G. Dougherty
DOUGHERTY, DONALD	Bulkley Bldg., Cleveland, Ohio	
DOUGHTY ADV. AGCY. CO., C. L., *a-d-e*	Pickering Bldg., Cincinnati, Ohio	J. V. Ewan
DOW-JONES & CO.	208 S. La Salle St., Chicago, Ill.	
DOWD, INC., CHARLES F., *a-d-e-f-g*	Richardson Bldg., Toledo, Ohio	Charles F. Dowd; Ralph B. Way; R. T. Carrithers; Paul W. Austin; K. L. Snedecor

(Continued on page 186)

(For Explanation of Key Letters, See Page 176)

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ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 184)

	Address		Space Buyers
DOWN, INC., CLINTON A.	496 Exchange St.	Rochester, N. Y.	
DOYLE, KITCHEN & McCORMICK, INC., *d-f*	25 W. 45th St.	New York City	R. F. Vander Gheynst
DRAKE-McINNES ADV. AGCY.	First Nat'l Bank Bldg.	Boulder, Colo.	L. M. Drake; J. G. McInnes
DRECHSLER-PEARD CO., *a-d-e.*	Munsey Bldg.	Baltimore, Md.	Ivan R. Drechsler; Leslie H. Peard; F. B. Speed, Jr.
DRURY COMPANY, INC., *a*	114 Sansome St.	San Francisco, Cal.	Harry Johns
DU BREE, WALTER, *d-e*	Symes Bldg.	Denver, Colo.	Walter Du Bree; Norman Snodgrass
DUKELOW & WALKER CO., INC.	246 Washington St.	Boston, Mass.*	
	71 Broad St.	New York City	
DUNHAM CO., JOHN H., *a-d-e-g-h.*	435 N. Michigan Av.	Chicago, Ill. *c*	Spencer R. Palmer
DUNLAP-WARD ADVERTISING CO., *a-d-e-g-h*	Keith Bldg.	Cleveland, Ohio	F. K. Hall
DUNLOP ADV. CO.	Silver Bow Bldg.	Butte, Mont.	
DUNNE CO., INC., DESMOND	30 E. 42nd St.	New York City	
DU NOVER ADV. AGENCY, FRANK	Mayro Bldg.	Utica, N. Y.	
DURRANT, F. A., *d-e*	610 E. 10th St.	Kansas City, Mo.	Fontina Riley; F. A. Durrant
DURST, JASON E.		Dayton, Ohio	
DWIGHT CO., JOHN P.	216 Worthington St.	Springfield, Mass.	
DYER CO., GEORGE L., *a-d-e-g-h.*	285 Madison Ave.	New York City*	W. L. Dotts
	33 So. Clark St.	Chicago, Ill.	

E

E & E ADV. AGENCY	Post Bldg.	Battle Creek, Mich.	
EASTERN ADV. CO.	8 W. 40th St.	New York City	
EASTMAN ADV. AGENCY	Central Natl. Bank Bldg.	Topeka, Kans.	
EASTMAN ADV. SERVICE, *d*	Monroe Bldg.	South Bend, Ind.	R. R. O'Hearn; J. H. Gledhill
EASTMAN, SCOTT & CO., *a-b-d-g.*	Wynne - Cloughton Bldg.	Atlanta, Ga.	James E. Winn
ECCLES-ADVG., WARREN	2946 Ocean Front	Santa Monica, Cal.*	Warren Eccles
	Fun Palace Bldg.	Ocean Park, Calif.	Vance Chandler
ECKFORD ADV. CO., *b-d*	Wynne - Cloughton Bldg.	Atlanta, Ga.	George A. Eckford
ECLIPSE ADV. AGENCY	5601 Aberdeen St.	Chicago, Ill.	
ECONOMY ADVG. SERVICE		Iowa City, Ia.	
EDDY, LOUIS O.	Marshall Field Bldg.	Chicago, Ill.*	L. O. Eddy
		Bloomington, Ill.	
EDDY & CLARK, INC., *d-e-f*	Akron Savings & Loan Bldg.	Akron, Ohio*	George Fishback
	926 6th St., N.W.	Canton, Ohio	
EDMONDSON CO., E. S., *d*	1700 Walnut St.	Philadelphia, Pa.	R. D. Pettitt
EDUCATIONAL ADV. CO., INC.	25 W. 42nd St.	New York City*	
	6 N. Michigan Av.	Chicago, Ill.	
EDWARDS, EWING & JONES, INC., *a-d-e-f-g-h*	North Amer. Bldg.	Philadelphia, Pa.*	John E. Rooney
	36 W. 44th St.	New York City	
EDITORIAL SERVICE CO., INC.	86 E. Michigan St.	Milwaukee, Wis.	David K. Steenbergh
EFFINGER & CROLIUS, INC.	490 Broadway	Milwaukee, Wis.	
EFFINGER-VANTOON CO.	First Nat'l Bank Bldg.	Milwaukee, Wis.	
EGYPTIAN ADVG. AGENCY, *d*	Republican Leader Bldg.	Marion, Ill.	Oldham Paisley
EHLBERT ADVERTISING SERVICE, INC., *d-e-f*	14 E. Jackson Blvd.	Chicago, Ill.	Mark K. Ehlbert
EHRMAN, DELIA, *d*	David Whitney Bldg.	Detroit, Mich.	Delia Ehrman
ELDREDGE NORTHRUP CO.	219 E. Hanover St.	Trenton, N. J.	R. B. Eldridge; H. R. Northrup
ELDREDGE CO., FRANK M.	Stevens Bldg.	Detroit, Mich.	
ELFENBEIN, INC., JULIEN, *f*	1 Madison Ave.	New York City	Julien Elfenbein; Bert Elfenbein
ELGIN ADV. AGENCY, *d*	Professional Bldg.	Elgin, Ill.*	Marvin S Newcomer
	18 No. Grove Ave.	Elgin, Ill.	Alfr. J. Seidenglanz
ELGUTTER, MAURICE, *d*	Nicholas Bldg.	Toledo, Ohio	Maurice Elgutter
ELLIOTT, A. R., *a-d-e-g*	53 Park Place	New York City	Daniel M. Elliott
ELLIOTT ADV. SERVICE, INC.	262 East Ave.	Rochester, N. Y.	
ELLIOTT ADV. SERV., HARRY	Monadnock Bldg.	San Francisco, Cal.	
ELLIS CO., A. W., *a-d-e-g-h*	40 Central St.	Boston, Mass.	H. C. Magowan
ELLIS, INC., LYNN	525 Crescent Ave.	San Mateo, Calif.	
EMERY ADV. CO., *d*	1010 Pine St.	St. Louis, Mo.	Carlyle Emery; Nyril Mallon
EMPIRE ADV. AGENCY		Livonia, Ga.	
EMPIRE ADV. SERVICE, *a-d-e*	1440 Broadway	New York City	Fred F. Roeding
ENGLEMAN, INC., H. ARTH., *d*	Peoples Bank & Trust Bldg.	Philadelphia, Pa.	Rose R. Einstein
ENGLISH CO., EARL B., *d*	Drexel Bldg.	Philadelphia, Pa.	Earl B. English
ENSIGN ADVG. AGENCY, INC., F. A., *a-e*	Union Trust Bldg.	Pittsburgh, Pa.	
ENNIS-ANDERSON ADV. AGCY., *d*	Cory Bldg.	Fresno, Calif.	Frank Ennis; E. E. Anderson
EPSTEIN ADV. AGCY., DADE B.	209 S. State St.	Chicago, Ill.	
EQUITY ADV. AGENCY, INC., *d*	100 W. 42nd St.	New York City	
ERICKSON ADV. AGCY., E. N., *a-d-e*	15 Park Row	New York City	
ERICKSON CO., INC., *a-d-e-f-g-h*	381 Fourth Ave.	New York City	Guy H. Richards
ERSKINE, FRANK L.	293 Elm St.	Brockton, Mass.	
ERWIN, WASEY & CO., LTD., *a-d-e-g-h*	844 Rush St.	Chicago, Ill.*	E. Ross Gamble
	420 Lexington Ave.	New York City	M. Murray
ESSEX ADV. AGENCY	Essex Bldg.	Minneapolis, Minn.	
ETHERINGTON SERVICE, LEONARD, *d*	6 Beacon St.	Boston, Mass.	
EVANS ASSOCIATES, INC., *d-f*	225 N. Michigan Av.	Chicago, Ill.	J. C. Teller; K. V. Reed
EVANS, INC., ADV. AGENCY, ALBERT, *d*		Fort Worth, Tex.	J. F. B. Lyons; L. J. Salley
EVANS & BRISEBOIS, *d*	Boyer Bldg.	Detroit, Mich.	F. E. Evans
EVANS, KIP & HACKETT, INC., *a-d-e-g-h*	247 Park Ave.	New York City	W. T. Marquis
EVERITE ADVERTISING AGCY., INC., *d*	1482 Broadway	New York City	Joseph Kesler
EXPORT ADV. AGENCY	Transportation Bldg.	Chicago, Ill.*	
		Buenos Aires, S. A.	
	11 E. 36th St.	New York City	
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F

FAIRALL & COMPANY, *a-d-e*	Commonwealth Bldg.	Des Moines, Ia.	L. R. Fairall; Phil. Jarnagin
FAIRCHILD ADV., INC.	8 E. 13th St.	New York City	
FAIRFIELD & CO.	Wrigley Bldg.	Chicago, Ill.	
FAIRFAX, BERNARD		Shawnee - on - Delaware, Pa.	

(*Continued on page* 188)

(For Explanation of Key Letters, See Page 176)

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That way is to include in your list of mediums, the

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Eugene W. Farrell
Business and Advertising Manager

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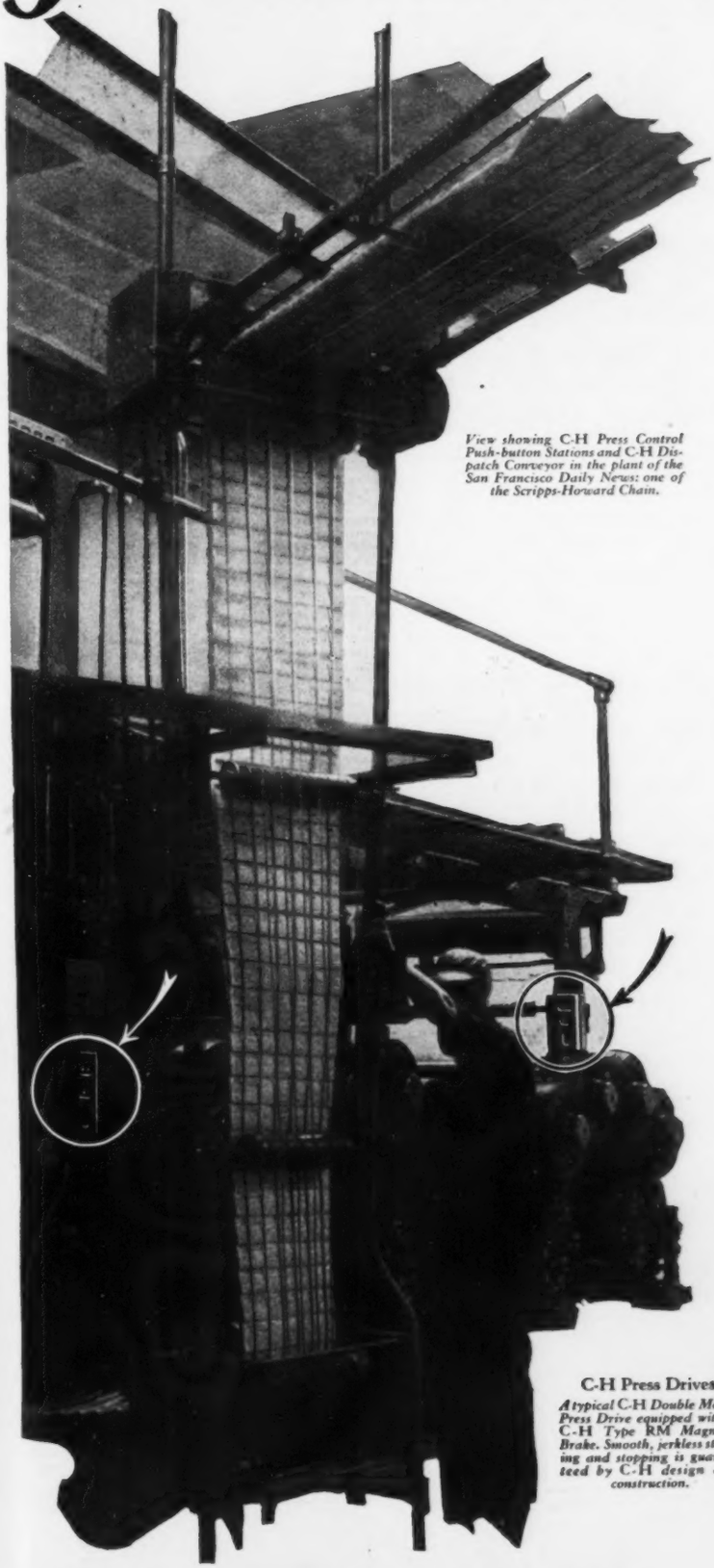
In an hour news is dead-



View showing C-H Press Control Push-button Stations and C-H Dispatch Conveyor in the plant of the San Francisco Daily News: one of the Scripps-Howard Chain.

A way to get most out of "*live*" news

NEWS dies quickly. Even the latest edition is waste paper within an hour—and if late on the street, news may have turned to rubbish on your presses.

C-H Equipment by speeding up your plant enables you to get more of the "latest" in each edition and cuts the loss from "dead" news. That builds prestige, circulation, advertising lineage, profits.

C-H Press Control eliminates breakdowns when every second counts. It puts your motors in the hands of a superhuman intelligence which does not make mistakes. Though driven to the safe limit, your motors are protected beyond that limit. Presses are accelerated smoothly, quickly, safely; controlled from conveniently located push-button stations.

And as the papers leave the presses C-H Dispatch Conveyors whisk them away, up through the ceiling, around and about, anywhere—right to the waiting trucks or mailing tables. No confusion—not a moment lost in turning quickly perishable news into merchandise.

By equipping your plant with C-H Press Control and Press Drives, and C-H Conveyors, you secure efficiency and service resulting from over thirty years experience in applying electric power to your problems.

Write for complete information and enlist the co-operation of C-H Engineers in better equipping your plant for your incessant fight with time.

The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
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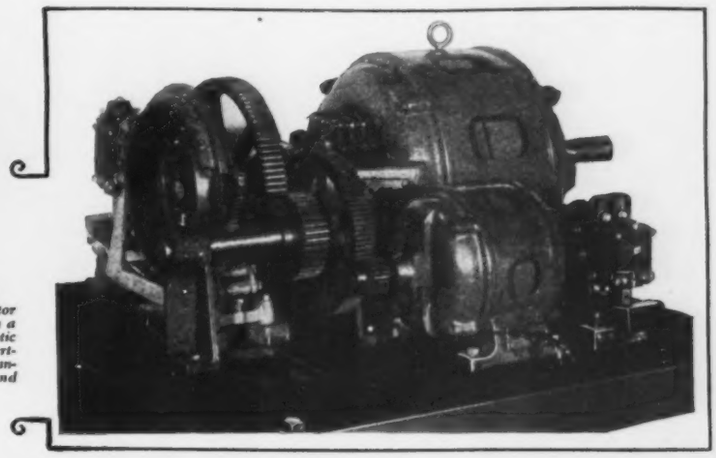

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ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 186)

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FARNSWORTH & BROWN, INC., *a-d-e-g*	2 W. 45th St	New York City	John J. Hogan
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FASHION ADV. AGENCY	160 W. 34th St	New York City	Jesse Levine
FAUROTE, FAY LEONE	113 W. 57th St	New York City	
FECHHEIMER, RICHARD, *d-e*	33 W. 34th St	New York City	John Fechheimer Jesse Zunser
FECHEIMER, FRANK, & SFEDDEN, INC., *a-d-e-f-g*	415 Brainard St	Detroit, Mich	S. M. Fecheimer
FEDERAL ADV. AGENCY, *a-d-e-f-g-h*	6 E. 39th St	New York City	Clifford J. Rohde
FEIGENBAUM ADV. AGENCY, HARRY, *d-e*	Reyburn Bailey Bldg.	Philadelphia, Pa	David Wermen Walter A. Young
FEIL, SIDNEY	218 Prospect Ave	Cleveland, Ohio	
FENSHOLT, A. H., *d-f*	549 W. Wash'ton St.	Chicago, Ill	A. H. Fensholt R. D. Allbright
FENTON, RICHARD L., *d-e*	641 O'Farrell St	San Francisco, Cal.	Mrs. M. Chuite
FERGER SILVIA ADV. CO	433 Vine St	Cincinnati, Ohio	
FERGUSON, THOMAS R., *d*	Tribune Tower	Chicago, Ill	Edward E. Voynow
FERREE-TAYLOR ADV. AGCY	Chemical Bldg	St. Louis, Mo	
FERRIS ADV. AGENCY, A. E.	Phelps Bldg	Binghamton, N. Y.	A. E. Ferris R. C. Loomis
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	6 N. Michigan Ave.	Chicago, Ill	Helen M. Ulber
	441 Lexington Ave.	New York City	H. M. Montgomery
	Central Trust Bldg.	Rock Island, Ill	
FERTIG CO., INC., LAWRENCE, *a-d-e-f*	183 Madison Ave	New York City	Miss E. Ahlstrand Leonard Isear
FIDELITY ADV. AGENCY	1010 Euclid Ave	Cleveland, Ohio	
FIELD ADV. SERVICE, *a-d-e*	518 N. Delaware St.	Indianapolis, Ind	Ralph G. Elvin V. Ernest Field
FINK & PAINE, INC	299 Madison Ave	New York City	
FINLEY HANOVER AD. AGCY.	Stuart Bldg	Seattle, Wash	
FINNEY ADV. CO., W. B., *a-d-e*	Kirkwood Bldg	Kansas City, Mo	Otto Grasse
FIRESTONE ADV. SERVICE, *d*	Times Bldg	New York City	S. C. Koren
FISHER-WILSON ADV. AGCY., *a-d-e-f-g-h*	1627 Locust St	St. Louis, Mo	
FISHER & FISHER	Law Bldg	Norfolk, Va	
FISHER ADV. SERVICE, LEONARD, *d*	15 Stockton St	San Francisco, Cal.	Ralph Fisher Leonard Fisher
FITZGERALD ADV. ACCY., *d-e*	Southern Bldg	New Orleans, La	W. G. Posey
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FLETCHER NEWSPAPER ADV. AGENCY	6304 Ellen Av., NW.	Cleveland, Ohio	A. F. Fletcher
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FLORIDA ADV. SERVICE		Orlando, Fla	
FODY ADV. AGENCY, LOUIS O.		Bloomington, Ill	
FOLEY, JAMES	55 New Montgomery St.	San Francisco, Cal.	
FOLEY ADV. AGENCY, INC., RICHARD A., *a-d-e-g-h*	1600 Arch St	Philadelphia, Pa	Lawrence I. Everling
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FOOTE & MORGAN, INC., *a-d-g*	247 Park Ave	New York City	Miss Bertha Cooke
FOREIGN ADV. & SERVICE BUREAU, INC.	525 Sixth Ave	New York City	D. H. Russell
FOREIGN PRESS PUBLICITY SERVICE	258 Fifth Ave	New York City	Sigmund Gottlober M. Rosenberg
FORKER CO., DONALD E.	707 S. Broadway	Los Angeles, Calif.	
FORREST-HOBART AD. AGCY., *d*	1490 Main St	Springfield, Mass	Wm. P. Forrest Douglas R. Hobart
FORT, LEWIS D.	Cotton Exch. Bldg.	Memphis, Tenn	Lewis D. Fort
FOSTER & DAVIES, INC., *d-e-g*	B. F. Keith Bldg	Cleveland, Ohio	Harley G. Hill
FOSTER-HAMILTON, INC	Masonic Bldg	Tulsa, Okla	F. L. Foster
FOSTER, PAUL L., *d*	303 Fifth Ave	New York City	Paul L. Foster
FOSTER & KLEISER	22nd & Market Sts.	Oakland, Calif	
		San Francisco, Cal.	
FOULK ADV. AGENCY, R. F.	326 Fourth Ave	Pittsburgh, Pa	Roswell F. Foulk
FOX ADV. SERVICE	Gen'l Motors Bldg.	Detroit, Mich	
FOX ADV. SERVICE	Chemical Bldg	St. Louis, Mo	
FOX & MACKENZIE, *a-d-e*	1214 Locust St	Philadelphia, Pa	W. A. Fox J. B. Mackenzie
FOYE, RALPH T.	168 Bridge St	Springfield, Mass	
FRAILEY ADV. CO	1107 Union Nat'l Bank Bldg	Cleveland, Ohio	
FRANCIS ADV. AGENCY, *d*	Lincoln Bldg	Detroit, Mich	Ethel M. Francis
FRANCIS ADV. AGENCY	280 Broadway	New York City	
	28 E. 28th St	New York City	Wm. R. Francis
FRANK & CO., ALBERT, *a-d-e-g-h*	14 Stone St	New York City*	M. Robert Herman Harry Riordan
	334 So. LaSale St.	Chicago, Ill	R. W. Dawson
	11 Avery St	Boston, Mass	August Hirschbaum
	Otis Bldg	Philadelphia, Pa	
	507 Mongomery St.	San Francisco, Cal.	
	Lloyd Bldg	Seattle, Wash	
	Petroleum Securities Bldg.	Los Angeles, Calif.	
	281 12th St	Portland, Ore	
	176 Middle St	Lowell, Mass	Oscar Williams
	5 New Bridge St	London, England	
FRANK, DOROTHY	Chronicle Bldg	San Francisco, Cal.	
FRANKEL ADV. AGENCY, INC., S. W., *a-e*	49 W. 45th St	New York City	C. H. Ettinger
FRANKLIN ADV. AGENCY	56 W. Wash'ton St.	Chicago, Ill	M. A. Tarrbach
FRANKLIN ADV. CO	Chester Times	Chester, Pa	
FRANKLIN ADV. CORP., *e*	246 Fifth Ave	New York City	
FRANKLIN CO., *e*	246 Fifth Ave	New York City	
FRASER ADV. AGCY., S. Q.	319 E. C Ave	Oklahoma City, Okla.	
FREDERICKSBURG ADV. CO	103 Commerce St.	Fredericksburg, Va.	
FREEZE & VOGEL, INC., *a*	377 Milwaukee St.	Milwaukee, Wis	
FREITAG ADV. AGENCY, *b-d-e*	Bona Allen Bldg	Atlanta, Ga	M. Scheel
FREY CO., CHARLES DANIEL, *a-d-e-g*	30 N. Michigan Av.	Chicago, Ill	R. G. Timmerman
FREYSTADT-JURASCHEK, INC., *d-e-f*	17 E. 49th St	New York City	Gordon A. Baird
FRIEND ADVG. AGENCY, *a-d-e*	171 Madison Ave	New York City	
FRIEND WIENER DONAHUE ADV. CO., INC., *d-e*	Woolworth Bldg	New York City	Mitchell E. Friend Ernest H. Wiener
FRIZZELL ADV. AGCY., INC., *a-e*	Guardian Life Bldg.	St. Paul, Minn	F. L. Frizzell
FROHMAN ADV. AGENCY, *d*	105 W. 40th St	New York City	Louis H. Frohman and account executives
FROST CO., INC., H. M., *a-e*	101 Tremont St	Boston, Mass.*	Harry M. Frost Karl M. Frost
	90 Exchange St	Lynn, Mass	H. M. Taylor
FROWERT CO., INC., PERCIVAL K., *a-d-g*	250 Park Ave	New York City*	Fred Blauvelt
FUGUET & CO., INC., RAYMOND, *a-d*	158 E. 47th St	New York City	Raymond Fuguet
FUHRMAN CO., INC., H. H.	2044 Ranstead St	Philadelphia, Pa	L. P. Fuguet
FULLER ADV. AGENCY, INC., J. JAY, *a-d-e-f*	McKinley Bldg	Buffalo, N. Y	H. A. Laney S. R. Jones N. E. Forgie
FULLER CO., W. P.		San Francisco, Cal.	
FULLER & SMITH, *a-d-e-g-h*	1501 Euclid Ave	Cleveland, Ohio	R. Ziesing, Jr.
FYFFE, NORMAN A., *d*	50 Madison Ave	New York City	N. A. Fyffe E. A. Andreas

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HOLDEN, PETERS & CLARK, INC., *d-f*	Donovan Bldg.	Detroit, Mich.	C. A. Stevenson
HOLLAND SPECIAL ADVG. AGENCY, JOHN A., *d*	68 Devonshire St.	Boston, Mass.	John A. Holland
HOLMES, INC.	Stephenson Bldg.	Detroit, Mich.	
HOLMES ADV. AGCY., FRANCES, *a-e*	I. N. Van Nuys Bldg.	Los Angeles, Cal.	
HOLMWOOD ADV. AGENCY, *d*	Free Press Bldg.	Detroit, Mich.	
HOLUB & KINGON, INC.	116 W. 39th St.	New York City	Julius B. Holub Samuel J. Kingon
HOMMANN & TARCHER, INC., *a-d-e-f-g*	French Bldg.	New York City	William E. Larcombe
HONIG-HOOPER CO., *a-d-e-g-h*	507 Montgomery St. 12th & Jefferson Sts. Lloyd Bldg. Petroleum Securities Bldg.	San Francisco, Cal.* Portland, Ore. Seattle, Wash. Los Angeles, Cal.	MacCampbell H. Kennedy
HOOPES ADV. AGENCY, INC., EDGAR M., *a-d*	Equitable Bldg.	Wilmington, Del.	Edgar H. Hoopes B. L. Haupt
HOOSIER AGENCY	First National Bank Bldg.	Hammond, Ind.	
HOPE-MILLS ADV. AGENCY	1813 Main St.	Dallas, Tex.	Dave Hope Charles B. Mills
HORNE CO., C. A., *a-d-e*	2218 Russ Bldg.	San Francisco, Cal.	C. A. Horne
HOSMER ADVG. AGCY., INC., *d*	200 Devonshire St.	Boston, Mass.	George H. Hosmer
HOUGHTON COUNTY ADV. AGCY.	832 Lake Ave.	Hancock, Mich.	
HOULIHAN, INC., JAMES, *d*	Advertisers Bldg. Chamber of Commerce Bldg. Pacific Bldg. Lloyd Bldg.	Oakland, Cal.* Los Angeles, Cal. Portland, Ore. Seattle, Wash.	L. R. Clarke
HOUSE OF HUBBELL, INC., *a-d-e*	648 Huron Road	Cleveland, Ohio	R. E. Moore I. M. Adams Frank Hubbell
HOUSE OF LIGHTFOOT	1 Madison Ave.	New York City	
HOUSTON ADV. SERVICE CO., *d*	Hasco Bldg.	Los Angeles, Cal.	A. J. Houston
HOWARD CO., INC., E. T., *a-d-e-g*	33 W. 42nd St.	New York City	J. P. Daniel
HOWARD, FRANK B.	234 Main St.	Poughkeepsie, N. Y.	

(Continued on page 194)

(For Explanation of Key Letters, See Page 176)

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 193)

	Address		Space Buyers
HOWER ADV. AGCY. CO., *a-d-e-g.*	Security Bldg.	Denver, Colo.	C. M. Hower G. H. Grinstead H. Moore
HOWKIND, WILLIS M.	Coca-Cola Bldg.	Kansas City, Mo.	
HOWLAND ADV. AGENCY, INC., H. S., *a-d-e-g.*	20 Broad St.	New York City	H. S. Howland H. Wade H. M. Smith
HOYLAND-LEMLE CO., INC.	6751 Sheridan Rd. 1540 Broadway	Chicago, Ill. New York City	
HOYT CO., INC., CHARLES W., *a-b-e-g-h*	11 E. 36th St. Little Bldg. 387 Main St. Wachovia Bank & Trust Bldg.	New York City* Boston, Mass. Springfield, Mass. Winston-Salem, N.C.	Cornelius B. Donovan
HUDSON ADV. CO., *d.*	149 Broadway	New York City	William Dowdney Murray
HUFF ADV. AGENCY, CHARLES H.	6625 Delmar Blvd.	St. Louis, Mo.	Charles H. Huff
HUGHES & BRETTELL, INC.	461 8th Ave.	New York City	
HUGHES, WOLFF & CO., INC., *a-d-e-f-g*	328 E. Main St.	Rochester, N. Y.	John P. McCarthy
HUGHES CO., P. R.	Nicholas Bldg.	Toledo, Ohio	
HULL, HARWOOD, *d.*	81 San Francisco St.	San Juan, Porto Rico	
HULL & CO., INC., W. H. H., *a-d-e-g-h*	154 Nassau St.	New York City	John G. Lang
HUMBERT & JONES	239 W. 39th St.	New York City	Ralph C. Jones
HUMMERT-HATFIELD CO., *d.*	4415 Olive St.	St. Louis, Mo.	C. P. Hatfield
HUMPHREY CO., H. B., *a-d-e-g-h.*	581 Boylston St.	Boston, Mass.	H. B. Humphrey R. S. Humphrey S. M. Fisher R. M. Nelson S. L. Smith
HUMPHREYS & MATTHEWS, *e.*	Exchange Bldg.	Stockton, Cal.	Dave S. Matthews
HUNGERFORD, ARTHUR E., *d.*	809 N. Charles St.	Baltimore, Md.	Miss Dorothea Heidgerd
HUNT CO., ATLEE F., *a-d-e*	464 19th St.	Oakland, Cal.	
HUNT CO., C. B.	140 West St.	New York City	
HUNT ADV. AGENCY, JOHN F.		Mechanicsburg, O.	
HUNT-LUCE AGCY., INC., *d-e.*	Park Square Bldg.	Boston, Mass.	George B. Hunt H. L. Stone
HUNTINGTON CO., *d.*	275 Lenox Ave.	New York City	H. M. Schall A. S. Newman
HUNTINGTON & ASSOCIATES, R. T.	47 W. 34th St.	New York City	
HURD, RALPH G.	Lincoln Bldg.	Bridgeport, Conn.	
HURJA, CHASE & HOOKER, INC., *a-d-e-f*	Hearst Square	Chicago, Ill.	
HUSBAND & THOMAS	67 W. 44th St.	New York City	
HUTCHINS ADV. CO., INC., *e-f.*	Cutler Bldg.	Rochester, N. Y.	F. J. Hutchins
HUTCHINS, JOHN B.	P. O. Box 1571	Atlanta, Ga.	John B. Hutchins
HUTCHINSON ADV. CO.	Frisco Bldg.	St. Louis, Mo.	
HUTCHINSON, DUKE, *d-e*	75 East Wacker Drive	Chicago, Ill.	Duke Hutchinson
HYDE, E. W., *d.*	Henry Bldg.	Portland, Ore.	E. W. Hyde
HYSKELL & SON, INC., FREDERICK	Henry Bldg.	Portland, Ore.	E. W. Hyde

I

IMPERIAL ADV. AGENCY	114 W. 7th St.	Chattanooga, Tenn.	
INDEPENDENT ADV. CO.	Independent Life Bldg.	Nashville, Tenn.	
INDUSTRIES PUBLICITY CORP.	90 William St.	New York City	Robert L. Harmon Jas. T. Kennedy A. S. Babcock
INGALLIS, EDWIN W.	333 Union St.	Lynn, Mass.	
INGOLDBY CO., WILLIAM A., *a-d-e*	Southwest Bldg.	Los Angeles, Cal.	Wm. A. Ingoldby Fred K. Howard
INTERNATIONAL ADV. AGCY.	P. O. Drawer 346.	Camden, N. J.	
INTERNATIONAL ADV. AGCY. CO.	P. O. Box 50	Berlin, N. J.	
INTERNATIONAL PRESS ASSN.	27 E. 22nd St.	New York City	
INTERRACIAL PRESS OF AMERICA, INC., *d.*	342 Madison Ave.	New York City	
INTERSTATE ADV. AGENCY		Hancock, Md.	
INTER-STATE ADV. AGENCY		Sherman, Texas	
IRELAND, ARTHUR E.	405 Fourth Ave.	Pittsburgh, Pa.	
IRELAND ADV. AGENCY	Lock Box 199	Elizabeth, N. J.	
IRONMONGER ADV. AGENCY, C., *a-d-e-g-h*	23 E. 26th St.	New York City	
IZZARD CO., *a-d-e-g.*	Times Bldg. Tacoma Bldg. W. M. Garland Bldg. Spaulding Bldg.	Seattle, Wash.* Tacoma, Wash. Los Angeles, Cal. Portland, Ore.	Miss G. M. Nyman

J

JACK CO., INC., STANLEY H.	Aquila Court	Omaha, Nebr.	
JACOBS AGENCY, INC., DILLARD, *a-b-d-e*	Candler Bldg.	Atlanta, Ga.	R. S. Peacock
JACOBS & CO., *b-d*	Carolina Ave. 118 E. 28th St. 421 Baltimore Ave.	Clinton, S. C.* New York City Chicago, Ill. Atlanta, Ga. Asheville, N. C.	M. E. Wilson
JAFFE & JAFFE	110 W. 11th St.	Los Angeles, Cal.	R. Jaffe B. Jaffe
JAMIESON & CO., INC.	353 5th Ave.	New York City	
JAYO ADV. AGENCY, INC., *d.*	Nissen Bldg.	Winston - Salem, N. C.	H. Tracy Odom B. A. Stanford
JEFFERSON & CO., H. M.		Niles, Mich.	
JENKINS, WM., *a*	1713 Sansom St.	Philadelphia, Pa.	
JENNESS ADV. AGENCY, LUCIAN FREEMAN, *d.*	24½ E. Main St.	Chillicothe, Ohio	Lucian Jenness
JEROME, JOHN L.	281 12th St.	Portland, Ore.	
JEWISH PUBLICITY SERVICE, INC.	Paramount Bldg.	New York City	Samuel Inselbuch
JOHNSON ADV. AGCY., PAUL H.	25 Fountain St.	Providence, R. I.	
JOHNSON-DALLAS CO., *a-b-e-g-h.*	Greenfield Bldg.	Atlanta, Ga.	
JOHNSON & McBRIDE	Foster Bldg.	Utica, N. Y.	
JOHNSON ADV. AGENCY, *d.*	209 Crystal Bldg.	Fort Worth, Tex.	L. Kimberly
JOHNSON ORGANIZATION, A. R., *d*	230 E. Ohio St.	Chicago, Ill.	
JOHNSTON-AYRES CO., *a-d-e-f-h.*	574 Market St.	San Francisco, Cal.	R. A. Claypool
JOHNSTON-HANVEY CO., *d.*	Phelan Bldg	San Francisco, Cal.	
JOHNSTON ADV. CO., *d.*	25 W. 45th St.	New York City	Miss Francis K. Johnston
JOHNSTON-GARDNER	Star Bldg.	Washington, D. C.	
JONAS - UHLENHART ADV. AGENCY, *d*	Garland Bldg.	Los Angeles, Cal.	
JONES SONS CO., EDWARD S.	178 Union Ave.	Providence, R. I.	
JONES, FRANK H.	10 High St.	Boston, Mass.	Frank H. Jones
JONES ADV. AGCY., JOHN L.	38 Dearborn St.	Chicago, Ill.	
JONES CO., RALPH H., *a-d-e-g-h.*	431 Main St.	Cincinnati, O.*	
JONES ADV. AGCY., INC., WYLIE B., *a-d-e-g.*	171 Madison Ave. 107 Chenango St. 381 4th Ave. McCann Bldg.	New York City Binghamton, N. Y.* New York City Sydney, Australia	B. W. Heimer
JONES-MORTON, INC., *a-d.*	1360 Franklin St.	Johnstown, Pa.	Morgan V. Jones
JOPLIN ADV. AGCY., W. A., *d-e.*	Donaghey Bldg.	Little Rock, Ark.	L. M. Lea

(*Continued on page* 196)

(For Explanation of Key Letters, See Page 176)

A New High

in

Financial Advertising

Merited, substantial growth carried the financial advertising lineage of the Boston Evening Transcript to a new high record during 1927.

A total of 909,736 lines of financial advertising . . . a gain of 67,965 lines over 1926 . . . a larger gain than the combined gain of all other Boston papers (morning, evening and Sunday) . . . a gain over twice as great as the gain by any other paper.

The prestige of the Boston Evening Transcript—its reputation as one of the outstanding American dailies—multiplies the power of financial advertisements that gain admittance to its columns.

Boston Evening Transcript

Highest ratio of BUYERS to readers

National Advertising Representatives

CHARLES H. EDDY CO. **R. J. BIDWELL CO.**

Boston New York Chicago San Francisco Los Angeles

Wall Street Representative

JOSEPH A. KLEIN

42 Broadway, New York

TO THE PUBLISHERS OF AMERICA

By L. T. RUSSELL, *Publisher of the Newark Ledger*

A little more than one year's experiment with a single section magazine form newspaper, six columns wide and 18½" deep, has been successful to a degree that convinces me it makes the venture an epoch in newspaper making.

What I set out to do on machinery specially built for the purpose was to publish a "magazine-newspaper" in a SINGLE SECTION up to sixty-four pages, with news treatment and general contents identical with that of the standard paper, my goal being the largest possible "Reader Attention" for both news and advertising.

This hazardous venture was made after I had come to the very definite conclusion that there must be a revolution in newspaper making to meet modern reading habits and the various competitions with the newspapers for the public's time and attention.

THE PUBLIC IS IN A GREAT HURRY

The test in the production of every other utility article on the market, whether mouse-trap or motor car, is to make it more adaptable to present day life, more convenient to handle or use, and so constructed and arranged as to give the highest possible utility value and service at the least inconvenience and in the shortest possible time.

While every other industry is engaging experts and research specialists and inventors to evolve ways and means of accomplishing the above purpose, the newspaper publishers continue to make their papers more inconvenient to handle, harder to read through an increase in the size of the pages, the number of pages, and particularly the number of sections into which the paper is divided, especially on week days.

The size, the division into sections and the method of "making-up" the paper obviously imposes a burden and an inconvenience upon the time of the reader that would result in the complete abandonment of making and marketing any other article of daily use but not actual necessity.

Dominant week day newspapers are from forty to sixty pages, divided into from three to five sections, grouping probably ninety percent of the general news matter of real reader interest on pages "one" and "two." Somewhere in some other section can be found a couple of pages of sports, in another section a like amount of financial, and still in another section one or two pages specially devoted to women's features, while the balance of the paper is packed like sardines with advertisements.

NEWSPAPERS MUST CHANGE FORM OR FAIL

I felt that while one paper dominating a particular field might for a time continue to market such a product out of HABIT and TRADITION on the part of both the advertiser and the reader, the less powerful papers would soon find both readers and advertisers deserting them because of their failure to give value received in interest and convenience.

My idea is to so arrange the news, features and advertising in a SINGLE SECTION that the quickest and most direct way to any feature or department in the paper is to turn to it page by page, for this means that the reader can hardly miss any item or advertisement appearing on any of its pages,—and it is all done in a jiffy.

L. T. RUSSELL

P. S. A sample copy will be sent any publisher interested.

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 194)

	Address		Space Buyers
JORDAN ADVERTISING SERVICE, INC., *d-e*	831 2nd Ave. S.	Minneapolis, Minn.	W. D. Jordan
JOSEPH ADV. AGENCY, JESSE M., *a-d-e*	1801 Reading Road	Cincinnati, Ohio	R. E. Schuyler; Jesse M. Joseph; Eli Cohan
JUNE, ADV., ROBERT, *d-f*	Gen'l Motors Bldg.	Detroit, Mich.	George Goelz; C. C. Coldwell

K

KALDER, INC., CHARLES W.	514 So. Division St.	Grand Rapids, Mich.	Chas. W. Kalder
KALETZKI, FLACK & HOWARD, INC., *d*	527 S. Warren St.	Syracuse, N. Y.	Howard C. Barth; Harold E. Wynne
KAMPF, AGENCY, HARRY		Piqua, Ohio	
KAMSLER CO., INC., SETH	1123 Broadway	New York City	
KARRER ADV. SERVICE	113 Lincoln St.	Boston, Mass.	
KASS & CO., W. I.	31 E. 27th St.	New York City	
KASTOR & SONS ADV. CO., H. W., *a-e-g*	14 E. Jackson Blvd.	Chicago, Ill.	
	Arcade Bldg.	St. Louis, Mo.	
	52 Vanderbilt Ave.	New York City	
KATZ CO., JOSEPH, *a-d-e-g-h*	16 E. Mt. Vernon Place	Baltimore, Md.	Roy C. Nelson
KAW ADV. AGCY.	Aetna Bldg.	Topeka, Kans.	
KAY, CORP., J. ROLAND, *e*	12 S. Michigan Av.	Chicago, Ill.	
	75 W. 57th St.	New York City	
KAY CO., TYLER	793 Main St.	Buffalo, N. Y.	H. Tyler Kay
KAYAD CO., *d*	211 W. 36th St.	New York City	Irving V. Kramer
KEANE, N. W., *a*	95 Nassau St.	New York City	D. Kearney
KEARNEY ADV. COMPANY, *d*	Phoenix Bldg.	Butte, Mont.	N. Seaton
KEECH & BECK, *d-e*	1269 Broadway	New York City	William B. Collins; George E. Beck
KEEFER ADVG. AGENCY	Albee Bldg.	Washington, D. C.	H. G. Keeler
KEELOR & STITES CO., *d-e-f*	18 W. 7th St.	Cincinnati, Ohio	L. S. Stites
KEENAN ADV. AGCY., J. L.	550 Main St., E.	Rochester, N. Y.	
KEIM ADVG. AGCY., *d*	1517 3rd Ave.	New York City	George H. Hill
KEITER, JR., AGCY., F. W., *d*	1333 No. 15th St.	Philadelphia, Pa.	
KELLAM & FISHER	Ledger - Dispatch Bldg.	Norfolk, Va.	
KELLY, INC., EDWARD M., *d*	126 Pearl St.	Buffalo, N. Y.	Edward M. Kelly; Lloyd E. Pike
KELLY ADV. AGCY., WARREN	516 5th Ave.	New York City	Henry M. Lupton
KELLEY-HOEHN	821 Book Bldg.	Detroit, Mich.	
KELSEY, FENTON CO.	250 E. Ohio St.	Chicago, Ill.	Fenton Kelsey
KEMPER & THOMAS		Cincinnati, Ohio	
KENDALL CO., LTD.	152 W. 42nd St.	New York City	
KENNING ADV. SERVICE	W. M. Garland Bldg.	Los Angeles, Cal.	L. H. Kenning; B. D. Adams
KENYON CO., INC., *a-e-g*	Metropolitan Bldg.	Boston, Mass.	A. L. Sweetser
KERN ADV. AGENCY, C. F., *d-e*	Liberty Bldg.	Philadelphia, Pa.	Robert Soper; L. Bergman
KESSLER, KARL W.	Continental Bldg.	Columbus, Ohio	Karl W. Kessler
KETCHUM, MacLEOD & GROVE, INC., *e-f*	Park Bldg.	Pittsburgh, Pa.	Robert E. Grove
KEYSTONE ADV. AGENCY, *d*	Sycamore Bldg.	Santa Ana, Cal.	G. S. Richardson
KIERNAN & CO., FRANK, *a-e*	41 Maiden Lane	New York City	
KILMER AGCY., WILLIS SHARPE, *d*	Cor. Lewis & Chenango Sts.	Binghamton, N. Y.	E. G. Bone
KING CO., INC., JOHN S., *a-d-e-g*	1220 Huron Road	Cleveland, Ohio	C. S. McCracken
KING, INC., A. ROWDEN	1170 Broadway	New York City	
KINGSTON CO.	Citizens' Bldg.	Cleveland, Ohio	
KINNEY & MURRAY	421 7th Ave.	New York City	H. G. Murray
KIRBY ADV. AGENCY, LEO E. W., *d*	415 Lexington Ave.	New York City	Leo E. W. Kirby
KIRK-BOYNTON, INC., *d*	Free Press Tower	Detroit, Mich.	D. B. Kirk; V. H. Frahm
KIRKGASSER & CO., GEORGE J., *d-g*	400 N. Michigan Av.	Chicago, Ill.	I. A. Drew
KIRKPATRICK ADV. SERVICE, W. S., *a-d-e*	Northwestern Bank Bldg.	Portland, Ore.*	Albert Byers
	Crocker Bldg.	San Francisco, Cal.	Douglas Fowell
	Petroleum Securities Bldg.	Los Angeles, Cal.	
KIRTLAND-ENGEL CO., *a-d-e-g*	646 N. Michigan Av.	Chicago, Ill.	B. S. Steinman; N. P. Phelps
KLAU-VAN, PIETERSOM-DUNLAP, YOUNGGREEN, INC., *a-d-e-g-h*	417 Michigan St.	Milwaukee, Wis.	F. De Wolfe
KLAUSNER, JULIUS	280 Madison Ave.	New York City	
KLEPPNER, CO., INC.	Remington Bldg.	New York City	Otto Kleppner
KLINE ADV. AGCY.	Kline Bldg.	Kent, Ohio*	Fred Luther Kline
	10919 Hull Ave.	Cleveland, Ohio	
KLING-GIBSON CO., *a-d-e-g*	310 S. Michigan Av.	Chicago, Ill.	Miss C. Bonnesen
KLOTZ & CO., H. M.	1st Trust Bldg.	Hammond, Ind.	
KNAFP CO., *d*	961 Delamere Place	Brooklyn, N. Y.	E. B. Rogers
KNIGHT, INC., EMERSON B.	225 No. New Jersey St.	Indianapolis, Ind.	E. B. Knight; K. F. Moore
KNOPF CO., R. W.	617-19 White-Haines Bldg.	Columbus, Ohio	
KNOWLES COMPANY, S. E.	320 Market St.	San Francisco, Cal.	
KOBBE CO., INC., PHILIP	19 W. 44th St.	New York City	
KOCH CO., INC., *a-d-e-g-h*	441 Broadway	Milwaukee, Wis.	W. W. Woolin
KOCH'S ADV. AGCY.	330 Hancock St.	Brooklyn, N. Y.	
KOHL ADVERTISING AGCY., *d*	Fidelity Bldg.	Tacoma, Wash.	E. P. Kohl
KOHORN ADV. AGENCY, *d*	Fidelity Bldg.	Cleveland, Ohio	W. S. Schrader; H. B. Kohorn
KOLLOCK, EDWARD D., *a-d*	201 Devonshire St.	Boston, Mass.	Edward D. Kollock
KOLTHOFF & CO., E. W., *e*	1501 E. Douglas Av.	Wichita, Kans.	E. W. Kolthoff; Roy W. Zimmer
KORFF ADV. AGENCY, *d*	15 Moore St.	New York City	Oscar A. Korff; Leo B. Shkoll
KORN, LOUIS ROBERT	Chapman Bldg.	Portland, Me.	
KOSTER ADV. AGCY.	365 E. 169th St.	New York City	
KRAFF ADV. AGCY., *a-d-e-f*	Marquette Bldg.	Minneapolis, Minn.	E. A. Green; O. B. Cannon; Norm E. Kraff
KRAFT, INC., ARNOLD	Dexter Horton Bldg.	Seattle, Wash.	
KRAMER & CO., H. W., *d*	Union Trust Bldg.	Cleveland Ohio	H. W. Kramer
KRICHBAUM-LIGGETT CO., *d-e-f*	Engineers Bldg.	Cleveland, Ohio	N. Kirchbaum; Carr Liggett
KRIEBEL ADV. SERVICE, CURTIS F., *d*	Broad St. & Jenkins Ave.	Lansdale, Pa.	Curtis F. Kriebel
	Main & Vine Sts.	Hatfield, Pa.	
KRUEGER ADV. AGCY., JOHN G.	32 Clinton St.	Newark, N. J.	
KUEGEMANN, EDW. J.	323 Highland Ave.	San Mateo, Cal.	
KULL ADV. AGENCY, *d*	1400 8th Ave.	San Francisco, Cal.	
KUNSMAN AD. SERVICE, *d*	29 Reed St.	Reading, Pa.	
KUTCHER CO., B. F., *d*	1437 Spruce St.	Philadelphia, Pa.	Benjamin F. Kutcher
KYLE ADV. AGCY., *d*	149 S. 5th St.	Louisville, Ky.	

L

LAFFERTY ADV. SERVICE, *d*	Murray Bldg.	Grand Rapids, Mich.	J. W. Lafferty; J. W. Jontz
LAFLER, H. A.	Syndicate Bldg.	Oakland, Cal.	
LAKE-DUNHAM-SPIRO, INC., *a-b-d-e-g*	130 Madison Ave.	Memphis, Tenn.	Avron Spiro; Ed. S. Dunham
LAKEPORT ADV. AGENCY, *e*	6 N. Michigan Ave.	Chicago, Ill.	
LAMBERT & FEASLEY, INC., *a-e-g*	17 E. 49th St.	New York City	Miss Edith Whitlock
LAMPE, DAVID, *d*	Baltimore & St. Paul Sts.	Baltimore, Md.	David Lampe

(*Continued on page* 200)

(For Explanation of Key Letters, See Page 176)

We have good advertising ideas all the Time.—Extraordinary advertising ideas most of the Time.—Sell our best advertising ideas part of the Time—and we can work out the right idea any Time.

Capehart-Carey Corporation

21st Floor TIMES BUILDING, New York City
N. E. Office: 120 Boylston Street, Boston, Mass.
Western Office: 64 West Randolph St., Chicago, Ill.

CIRCULATION EXPERIENCE

of the Whole Nation at Your Service

THE better the circulation department may be the more you will be able to profit by a searching application of the best selected circulation wisdom of America to your situation and needs.

We have made complete circulation surveys of more than thirty papers in the United States and Canada—mostly top papers. Through our advisory and consultation services, we are in constant touch with some 100 others. There are more than 130 papers who look to Omansky Services to solve the unusual and pressing circulation problem, or to put their departments on a sounder or more economical basis.

A Circulation Clearing House

WE bring you widely gathered and widely tested ideas. The bare idea means little. It is the application of the right idea to your own problem that counts. This is the function of the Omansky organization, working with your department and making it easy for it to accomplish, regularly and economically, the promotion activities which some papers carry on only spasmodically and expensively—to improve your service, economize costs and keep the whole department in fighting trim.

Is Your Department a Fighting Force?

IF your competitor is gaining on you, it may not be for lack of aggressiveness on your part. Successful circulation fighting calls for well grounded operating efficiency in every detail of the department. There is, on the long run, no more effective promotion method than handling the paper so that every would-be reader gets it when, where and how he wants it.

Know the Value of Circulation

CIRCULATION has too long been regarded as a mere argument for advertising patronage. Lately publishers are more and more concerned in getting the greatest number of circulation dollars at the least net expense. They are distinguishing between profitable and unprofitable circulation, seeking to reduce turnover, develop paying suburban territory and improve collections.

Face the Facts With an Omansky Survey

WE go into every feature of your present operating situation, study the possibilities of your field and find out what your community thinks of your paper and the way it is handled. Our findings are presented to you personally in a complete confidential written report, which we are glad to discuss in detail. When you have received such a report and are putting its recommendations into effect you will very probably want the Omansky Advisory Service (4 times monthly) and perhaps arrange for a Periodical Consultation with the department head as well as occasional Promotion Copy. However, each of these services is a separate feature of our program. The use of one service does not obligate you with respect to the others.

Immediate Savings May Pay the Cost

SUGGESTED economies, applied over a few weeks or months often pay the very moderate fee for an Omansky urvey. The best recommendation is the experience of publishers we have served. Excerpts from the letters of a few of them are printed at the right. If interested, we will send names and full copies of letters. For definite quotation on any desired service, write to

JACOB OMANSKY & CO.

Circulation Consultants

1370 Ontario St. Cleveland, Ohio

Omansky Services

1 Survey

Complete examination of your Circulation Department and its field with full written report embracing recommendations for economy, improved service and increase of circulation.

2 Advisory

Confidential Bulletin of circulation facts and ideas mailed four times per month. Gives actual results, good and bad, of circulation measures, features, etc. Keeps department on its toes with ideas relating to coming seasons and events.

3 Consulting

Interviews scheduled with publishers and department heads, especially periodical consultation in putting survey recommendations into practice. Or, if you are not ready for complete survey, you may profit by a few hours' consultation at your office on some particular problem.

4 Copy

Promotion campaign copy planned and written to fit your situation and territory. Not syndicate copy but individual service. Copy furnished for carrier papers or other special circulation promotion.

5 Personnel

We are continually in touch with circulation men of all types and grades of experience and are glad to make recommendations in filling executive vacancies in your circulation department.

Publishers Say—

"Your report was so admirably prepared that it left no room for misunderstanding. Most of your suggestions appeal to me as very much worth while and they will be incorporated in our circulation scheme soon."

"Mr. Omansky is, in my opinion, the best posted circulation man in the country."

"We think very highly of Mr. Omansky and his service and do not hesitate to recommend him without qualification to any paper desiring competent, careful, analytical circulation advice."

"Mr. Omansky was with the.. .... two weeks and made a report which we considered very valuable to the paper. He made many suggestions for the improvement of the service as well as many constructive criticisms which will result in a saving to the paper as well as rendering better service to our readers."

"I am enclosing our last three statements. I am particularly proud of the Sept. 30 statement. This condition I am very willing to attribute to the many able suggestions you have given from week to week in your bulletin."

"Your stay here was really an education, not only practically but theoretically, for all our people in the department."

"I regard Omansky as the best combination of practical circulation man and editorial analyst that I know of in the country today."

"The office is of the unanimous opinion that your visit was well worth while from our standpoint. It was a most delightful week for me to have you here."

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JACOB OMANSKY & CO., Cleveland
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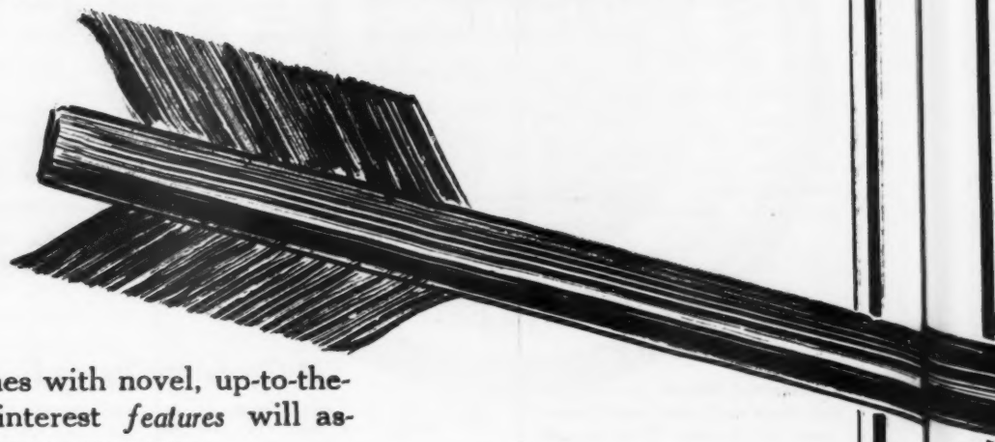
The Very Latest in Newspaper Features for 1928!



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Again in 1928, KING FEATURES SYNDICATE and its associate organizations present an array of all-star feature material which has been carefully chosen to meet the circulation needs of enterprising newspapers.

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These lists of outstanding features will be enlarged during the year by others of equally high quality.

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"MERELY MARGY"
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The most famous of flappers in daily comic strip form.

"THE BIMBO"
by Paul Arnot
Brand new daily comic strip of the life collegiate!

"FELIX THE CAT"
by Pat Sullivan
This great Sunday page and movie hit now scoring as daily strip.

"LITTLE ANNIE ROONEY"
by Verd
Called by many "the most humanly interesting of daily comic strips."

"MOLLY THE MANICURE"
by John P. Medbury
Ready soon! A daily comic by one of America's leading humorists!!

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World's Heavyweight Boxing Champion, the most commanding personality in the world of sports.

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Head Coach of the U. S. 1928 Olympic Team, outstanding authority on amateur athletics.

TOMMY ARMOUR
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JACK DEMPSEY
As Ex-Champion, he is still fistiana's greatest public idol — a headliner with a following everywhere.

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National Women's Golf Champion and foremost feminine writer on that ever growing game.

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The latest and most unique of women's page articles by Harriet Menken; for release three times a week

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Twelve weekly half-pages of humor (illustrated) by J. P. McEvoy, All-American "Follies" wit.

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Weekly humorous half-page (illustrated) by Lloyd Mayer, "Life's" flapper-chat laugh-maker.

"Chic Cherie"
Latest fashions in daily 6-column cartoon mats, smartest of style strips.

"Ritzy Rosey"
A 1-column style drawing daily, best of fashion panels, in mat form.

"The Step Word Puzzle"
The logical successor to Cross-Words as a national craze, by Arthur Wynne who invented the X-words.

Weekly Automobile Service
Complete expert, human interest and humorous elements (illustrated) for your motor pages.

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"LINDA" by Virginia Swain
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"LOVE PROOF" by Robert Terry Shannon
"BEAUTY AND THE MILLION" by William Almon Wolff
"TIGER LOVE" by Eustace Hale Ball
"THE LADY KILLER" by Robert Terry Shannon

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FERENC MOLNAR
CLEMENCEAU
CAILLAUX
COMMANDER BYRD
COSMO HAMILTON
JUDGE BEN LINDSEY
WILL IRWIN
REX BEACH
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KING FEATURES SYNDICATE, Inc.

M. KOENIGSBERG, President

241 WEST 58th STREET NEW YORK CITY

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 196)

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LANFORD, H. G.	Silvery Bldg.	Atlanta, Ga.; St. Augustine, Fla.	
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LEE, WALKER T.		Atlanta, Ga.	
LEE CO., WILSON H., *d-e-f*	6 Church St.; 68 Temple St.	New Haven, Conn.*; Hartford, Conn.	
LEES, GEORGE E., *d-f*	6007 Euclid Ave.	Cleveland, Ohio	George E. Lees; E. W. Kronbach
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MANNING ADV. CO., CONWAY, *d*	Dwight Bldg.	Kansas City, Mo.	J. R. Manning; R. C. Conner; R. E. Severance

(*Continued on page* 202)

(For Explanation of Key Letters, See Page 176)

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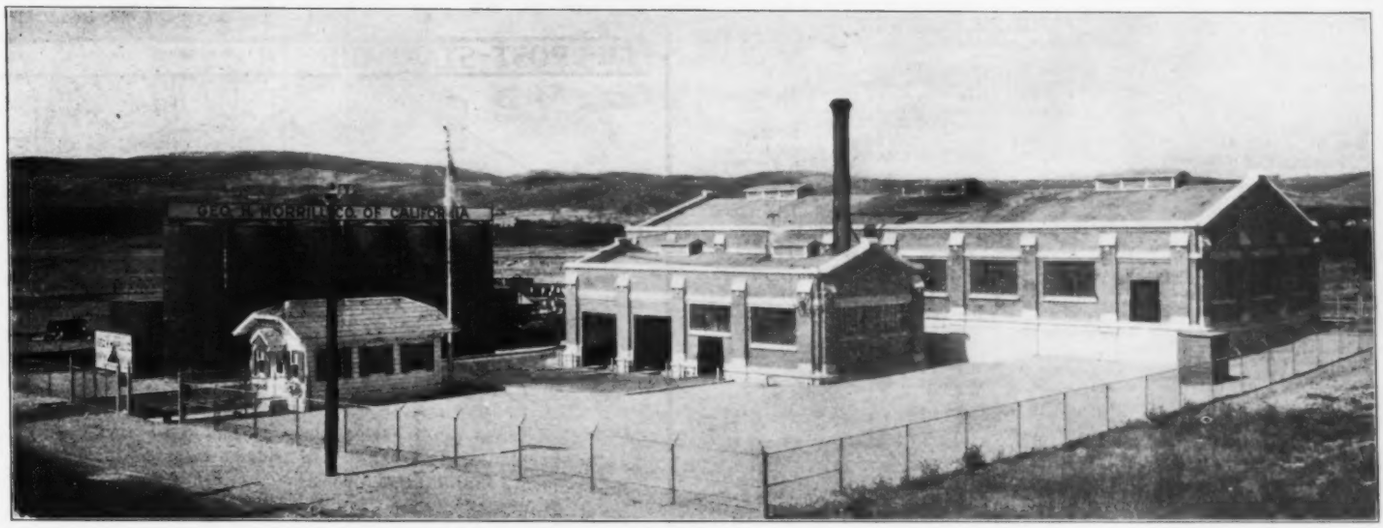
To Provide Better Service to Newspapers on the Pacific Coast, in Australia and the Orient



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The Pacific Plant of Geo. H. Morrill Co., Located in South San Francisco, California, began operations in May, 1927.

Newspapers in San Francisco and Los Angeles Are Thus Provided With Delivery of News Ink by Tank Truck.

Tank Truck delivery is also in operation in the following cities:
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Incomparable Service, Square Dealing, Fair Prices and Quality That is Always in the Lead Have Made the Morrill Company's Product the Standard Wherever Newspapers Are Printed.

GEORGE H. MORRILL CO.

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New York

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Chicago

Pacific Plant
San Francisco

BRANCHES:

Boston New York Chicago St. Louis San Francisco Los Angeles

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 200)

	Address		Space Buyers
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MANUFACTURERS PUBLICITY CO., *d-e*	30 Church St.	New York City	W. Hull Western
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MARKWELL ADV. SERVICE	18 E. 41st St.	New York City	
MARSCHALK & PRATT, INC., *a-d-e-f-g*	49 W. 45th St.	New York City	George L. Trimble
MARSH ADV. AGENCY, EDW. H., *e*	Besse Bldg.	Springfield, Mass.	
MARSH ADV AGENCY, FRANK, *b-d*	Bona Allen Bldg.	Atlanta, Ga.	Frank Marsh
MARSH, GEORGE H.	1st Nat'l Bk. Bldg.	Milwaukee, Wis.	
MARSH, OLIVER ALLYN	20 W. 34th St.	New York City	
MARSHALL AGENCY, GEORGE M., *e*	5 N. LaSalle St.	Chicago, Ill.	
MARTIN ADVG. CO.	Security Bldg.	Minneapolis, Minn.	
MARTIN ADV. AGENCY, *d*	276 W. 43rd St.	New York City	Felix M. Wolsky
MARTIN CO., FRANK V., *d*	Barlum Bldg.	Detroit, Mich.	L. A. Albertzart
MARTIN, GEORGE	247 Park Ave.	New York City	
MARTIN-GESSNER ADV., INC.	Canal Bank Bldg.	New Orleans, La.	Alan R. Martin
MARX-FLARSHEIM CO., *a-d-e*	Strauss Bldg.	New York City	Joseph J. Marx Capt. Pinsker Hy. B. Flarsheim
	Rockaway Bldg.	Cincinnati, Ohio*	William J. Shine Mort Heineman
	10 N. Clark St.	Chicago, Ill.	W. L. Taylor R. L. Marx
MARYLAND ADVERTISING CO.	321 W. Redwood St.	Baltimore, Md.	
MASON ADV. AGENCY		Hancock, Md.	
MASON WARNER COMPANY, INC., *a-d-e-g-h*	360 N. Mich'n Blvd.	Chicago, Ill.	D. D. Warner
MASON, C. HENRY	475 Fifth Ave.	New York City	C. Henry Mason
MASSE CO., S. M., *d*	Smythe Bldg.	Cleveland, Ohio	F. J. Wonders
MASSENGALE ADV. AGENCY, INC., *a-b-d-e-g-h*	249 Peachtree St.	Atlanta, Ga.	N. L. Angier
MATHEWS, RYDER & INGRAM	1404 Franklin St.	Oakland, Cal.	Ross H. Ryder
MATHEWSON & SINCLAIR	45 W. 45th St.	New York City	
MATTESON - FOGARTY - JORDAN, *a-e-g-h*	307 N. Michigan Av.	Chicago, Ill.	C. C. Fogarty W. A. Jordan Miss E. G. Tansy
MATTHEWS CO.	145 College St.	Buffalo, N. Y.	
MATTOCKS - MCDONALD CO., *d-g*	S. 5th Ave. West & Commerce St.	Duluth, Minn.	Norton Mattocks J. J. McDonald Jr.
MATOS ADV. CO., INC., *a-d-e-g-h*	Bulletin Bldg.	Philadelphia Pa.	Wm. W. Matos M. W. Thompson
MATSON ADVG. SERVICE, FLOYD E., *d*	Damon Bldg.	Honolulu, T. H.	Floyd E. Matson
MAXON ADVG. EFFICIENCY SERVICE, E. LEE, *d*	P. O. Box 3575	Portland, Ore.	E. Lee Maxon
MAY ADVG., INC., *d*	1520 Chestnut St.	Philadelphia, Pa.	Frank McGinnis
MAY & DIPPY, INC., *d*	13th & Chestnut Sts.	Philadelphia, Pa.	Elinor L. Brown
MAY CO., HERBERT C.	814 Milam St.	Houston, Tex.	
MAYER, FRANC D.	167 E. Ontario St.	Chicago, Ill.	
MAYERS CO., INC, *d*	1240 S. Main St.	Los Angeles, Cal.	Benson Curtis
MAYES ADV. SERVICE	312 Berks Country Trust Co. Bldg.	Reading, Pa.	
MAYR, GEORGE H.	224 W. Huron St.	Chicago, Ill.	George H. Mayr
MAY & DIPPY, INC., *e*	N.E. cor. 13th & Chestnut Sts.	Philadelphia, Pa.	
MAYS - WILLIAMS CO., INC., *a-b-d*	Mutual Bldg.	Charleston, W. Va.	Miss Mary Nellis
MEANY CO., PHILIP J., *d-e-f*	210 W. 7th St.	Los Angeles, Cal.	Miss Dor. Trumbo
MEARS ADV., INC., *a-d-e-g*	250 Park Ave.	New York City	Frank Smith
MEARS, CHARLES W.	B. F. Keith Bldg.	Cleveland, Ohio	Charles W. Mears
MEEK & WEARSTLER, *d-e-f*	36 N. Phelps St.	Youngstown, Ohio	Robert Meek Park Meek
MEIER AGENCY, JOSEPH H.	64 W. Randolph St.	Chicago, Ill.	
MELLON ASSOCIATES, *d*	Kauikeolani Bldg.	Honolulu, T. H.	George Mellon
MENKEN ADV. AGENCY, HAROLD D., *a-d*	67 W. 44th St.	New York City	Harold D. Menken
MERCANTILE CORP.	Thatcher Bldg.	Pueblo, Colo.	
MERCHANTS ADV. CO.	60 W. 119th St.	New York City	
MEREDITH & CO., INC., *d*	415 Cannon Place	Troy, N. Y.	Russell D. Meredith
MERRILL ADV. AGENCY	Merrill Bldg.	Wilton, Conn.	S. W. Merril Worth Merrill
MERTZ & SONS, LEWIS H., *a-d-e-g*	Wrigley Bldg. Walbridge Bldg.	Chicago, Ill.* Buffalo, N. Y.	W. E. Faxon V. Theo. Mertz Wendell Walker
METROPOLITAN ADV. CO.	111 Broadway	New York City	G. L. Young H. D. Adair J. L. Schiffman Wm. N. Saul Wm. A. Lynch L. O. Fiske
MEYER, BEN, *d*	13 W. 31st St.	New York City	Ben Meyer
MEYER-KURZ ADVG. AGENCY, INC.	Commercial Bldg.	St. Louis, Mo.	
MICHAELS & HEATH, INC., *a-d-e-g-h*	Graybar Bldg.	New York City	Robert Gottlieb
MICHEL & STAFF, A. EUGENE, *e-f*	132 W. 31st St.	New York City	A. Eugene Michel Fred G. Small Edgar F. Cohen
MICHELS ADV. AGENCY, JOSEPH S.	39 Sutter St.	San Francisco, Cal.	
MICHIGAN ADV. AGENCY		Portland, Mich.	
MIDLAND ADV. AGENCY, *a*	Atlas Bank Bldg.	Cincinnati, Ohio	Clem B. Riesenbeck J. F. Koons
MIDLAND ADV. SERVICE, *d*	Linxweiler Bldg.	Decatur, Ill.	Miss Adele Murphy
MIDDLE STATES NEWS & ADV. AGENCY	1513 Sansome St.	Philadelphia, Pa.	
MILBOURNE ADV. AGENCY, *d*	Munsey Bldg.	Baltimore, Md.	L. Jeff Milbourne
MILGRAM, J. B., ADV. AGCY., INC. *d*	200 Broadway	New York, N. Y.	Joseph B. Milgram
MILLER ADV. SERVICE	23 E. 42nd St.	New York City	
MILLAR CO., HENRY E., *d-e*	524 S. Spring St.	Los Angeles, Cal.	Robert F. Millar
MILLER, J. T.	50 Union Sq.	New York City	J. T. Miller R. Forbish
MILLER CO., ALLEN G., *d*	Murray Bldg. Post Bldg.	Grand Rapids, Mich. Battle Creek, Mich.	Allen G. Miller M. B. Loomis
MILER AGENCY CO., *a-d-e-g*	2144 Madison Ave.	Toledo, Ohio	David Heer
MILLER ADV. SERVICE, *e*	154 Nassau St.	New York City	
MILLER ADV. CO., FRED W.	230 S. Clark St.	Chicago, Ill.	
MILLER BLACK & VANDERBILT, INC.	36 W. 44th St.	New York City	
MILLER-KNOPF, INC. *d*	43 W. Long St.	Columbus, Ohio	Harry M. Miller Raymond Knopf Arthur Utt H. E. Fisher

(*Continued on page* 204)

(For Explanation of Key Letters, See Page 176)

A PICTURE OF THE

Half Billion Dollar Market In Central New York State

DOMINATED BY

THE POST-STANDARD

PREJUDICES, preferences, and opinions must give way to FACTS when your advertising goes into Central New York, for here is a BIG market . . . the city of Syracuse PLUS a vast prosperous area which centers on Syracuse—the Hub!

Recent census reports show Syracuse as having a population of 202,000. In addition there are more than 232,000 people living in 29 of the larger towns in an area covered thoroughly only by the daily and Sunday Post-Standard!

In the everyday circulation territory of this newspaper, exclusive of Syracuse, are licensed over 75,000 pleasure cars . . . and 40 improved roads leading to Syracuse bring these people within easy distance of the city!

Syracuse did $103,811,600 worth of retail business in 1926. It did considerably more in 1927!

The Post-Standard is delivered to the homes the morning of the day of publication . . . alone in the morning field it dominates this territory thoroughly.

More than 50 million dollars yearly in agricultural products come from the 14 Central New York counties shown on the map above. The Post-Standard is the only Syracuse newspaper with a strong rural following.

There are nine smaller daily evening newspapers published in the larger towns of this territory dividing reader-attention with two Syracuse afternon newspapers.

Syracuse is growing rapidly. Headed by a 21-story office building, an 8-story theatre and office building, a new hotel, a $3,000,000 hospital and several new downtown business buildings, the skyline of Syracuse has changed remarkably in one short year. An unprecedented building of homes and apartments is further indicative of its almost unbelievable growth.

THE POST-STANDARD

Daily 60,558 Sunday 66,355

Represented by

Paul Block, Inc.

New York—Chicago—Philadelphia—Detroit—Boston—San Francisco

WHY WASTE ON EXPERIMENTS

Dr. Bundesen

An illustrated daily health service written in vivid style by the president of the American Public Health association, complete with direct mail answers to reader queries.

Advice of Counsel

Question of law that come into the life of every reader at some time, handled in a most original and entertaining style by a successful practicing attorney. Sound law in every state. Only feature of its kind on the market. Issued twice weekly.

Book Page

The nationally known Chicago Daily News book page—reviews, suggestions, unusual developments—complete with mats of illustrations—is made available to newspapers throughout the country. A perfect tie-up for book advertising. Issued weekly.

Mescal Ike

A riotous comic strip bringing the old west into the present day, with a laugh in every strip and a light, breezy continuity.

Woman's Page Features

Marion Holmes

Letters and queries for information with answers—a popular department of years' standing. A daily gold mine of useful and interesting data. Not a "lovelorn" column.

Interior Decorating

Fine points of interior decorating and arrangement, illustrated with actual photographs, done weekly by a staff member of The Daily News. Unusually successful in attracting furniture and similar advertising.

Women in Finance

Prepared twice weekly by the Investment Editor of The Chicago Daily News, touching upon every contact of women with money, from investments to household economics and installment plans.

WHEN TESTED FEATURES

Can Be Bought From

THE CHICAGO DAILY NEWS SYNDICATE

EXPERIMENTING with untried newspaper features often proves a wasteful extravagance. Here's a chance for YOU to capitalize on OUR successful experience.

Every feature released by the Syndicate Department of The Chicago Daily News is used regularly in The Chicago Daily News. We develop the features; we prove their worth; then we offer them to you fully tested and established.

Are all of your features pulling their own weight? Do your pages need new blood for circulation purposes? Don't you need another sure-fire feature? We have what you need. Every feature handled by The Chicago Daily News Syndicate department is day after day standing the test of our readers. And The Daily News is steadily gaining circulation.

That, we find, is what an editor wants—something he knows to be a success.

On this page are presented a number of the features that are combining to make substantial and permanent circulation gains for The Chicago Daily News. These features and others are available to newspapers through The Chicago Daily News Syndicate.

The Chicago Daily News Syndicate is a vital, permanent organization growing with its parent newspaper. Both together are constantly working to develop new features. We have two or three big ones in the course of development now. To get a chance at these, as well as at the features listed here, we suggest that you let us know your needs.

Syndicate Department

Robert J. Casey

Cannoneer, philosopher, poet, globe-trotter, Bob Casey is one of the great American humorists of today. His daily human interest prose stories of life, headed by humorous verse called the "Vest Pocket Anthology," are most popular.

Auction Bridge

A most necessary feature of the modern newspaper, prepared by Paul H. Seymour, an expert in the game. An introductory series of lessons is available at all times, to be followed by the daily illustrated hands.

Facts for Investors

A carefully prepared daily investment department rendering authentic information as gleaned from exceptionally accurate sources by Royal F. Munger, investment editor of The Chicago Daily News.

Carl Sandburg

Minstrel of the industrial era, singer of the western prairies, biographer of Lincoln, philosopher extraordinary, one of the best loved and most significant of American poets, collects chips from his poetic workshop twice a week into his "Leaves from Carl Sandburg's Notebook."

Serial Fiction

Fiction has become a vital, integral part of the modern newspaper. The Chicago Daily News handles the best serial stories and pushes them with successful promotion mediums.

Edgar Wallace

Six thrilling masterpieces by this noted English writer of vivid mystery tales are made available for newspaper serialization throughout North America by The Chicago Daily News Syndicate.

Negley Farson

This successful young American writer whose works have met with success in many newspapers in this country and in Europe now has available two striking modern newspaper serials, "Daphne's in Love," and "Fugitive Love," which are being distributed by this syndicate.

THE CHICAGO DAILY NEWS

15 North Wells Street, Chicago, Ill.

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 202)

	Address		Space Buyers
MILLIS ADVG. CO., *a-e-g*	136 E. Market St.	Indianapolis, Ind.*	Robert E. Hall
	Seventh & Lucas	Los Angeles, Cal.	
	247 Park Ave.	New York City	J. M. Reed
		Hamilton, Ont.	
MILLS, RAY, ADV. AGENCY, *d*	Journal Bldg.	Lewiston, Me.	Ray Mills
MILLSCO AGENCY, INC.	1 Park Ave.	New York City	
	Book Bldg.	Detroit, Mich.	
	30 Fleet St.	London, England	
MILNE - RYAN - GIBSON, INC., *a-d-e*	Central Bldg.	Seattle, Wash.*	R. P. Milne
	Fidelity Bldg.	Tacoma, Wash.	
MINER CO, DAN B. *a-d-e-f-h*	Petroleum Sec. Bld.	Los Angeles, Cal.	W. F. Hannaford
MISSISSIPPI ADV. AGENCY	Edwards Hotel Bldg.	Jackson, Miss.	Charles H. Allen
MITCHELL ADV. AGCY., INC., *a-d-e-g-h*	1018 Nicolelt Ave.	Minneapolis, Minn.*	B. M. Jorgenson
	Crocker Bldg.	Des Moines, Iowa	
MITCHELL-FAUST ADVG. CO., *a-d-e-g-h*	7 S. Dearborn St.	Chicago, Ill.	H. P. Leffingwell; F. R. Back
MODELL ADV. AGENCY, INC., *d-e*	15 Park Row	New York City	Sol Fine
MONTGOMERY, PERCY	1st Nat'l Bk. Bldg.	El Paso, Texas	
MONTGOMERY ADV. AGENCY, ROBERT	Keller Bldg.	Louisville, Ky.*	Robert Montgomery
	Guaranty Bk. Bldg.	Lexington, Ky.	
MOON CO., INC., BYRON G., *a-d-e-f-g*	92 Fourth St.	Troy, N. Y.*	Raymond K. Meixsell
	395 Broadway	New York City	
	Union Square Bldg.	Utica, N. Y.	
MOORE ADV. AGENCY	P. O. Box 717	Wheeling, W. Va.	
MOORE ADV. CO., *d*	1st Nat'l Bk. Bldg.	Fort Worth, Tex.	
MORE, HAROLD	Box 717	Wheeling, W. Va.	
MOORE, SUSA P., MRS., *d*	20 E. Huron St.	Chicago, Ill.	
MOORE-APPLEGATE CO.	50 Third St.	Newburgh, N. Y.	G. A. Moore; R. A. Applegate
MOORE & DIETZMAN	Realty Bldg.	Louisville, Ky.	
MOREHEAD ADV. AGENCY	Nicholas Bldg.	Sacramento, Cal.	
MORGAN CO., BRUCE	Blum Bldg.	Chicago, Ill.	
MORGAN ADV. AGENCY, INC., JOHN J., *a-d-e-g-h*	31 St. James Ave.	Boston, Mass.	John J. Morgan; M. A. Rose
MORGAN-TODD CO.	204½ N. Main St.	Mansfield, Ohio	John C. Morgan; Paul McConnell; C. B. Todd
MORELAND & STRUCKENBERG, *d*	Union Central Bldg.	Cincinnati, Ohio	C. C. Moreland; H. M. Strucenberg
MORRIS & JONES, INC., *e-f*	Gen'l Motors Bldg.	New York City	Frank G. Morris; B. A. Freiwald
MORRIS-HARRIS ADVG. CO., *a-d-e*	400 N. Michigan Av.	Chicago, Ill.	Edward H. Harris
MORRIS, JONES & STEWART, *d*	512 Fifth Ave.	New York City	D. Morris Jones; Edwin J. Stewart
MORRIS ADV. SERVICE, INC., PHILIP, *d-e*	1st Nat'l Bk. Bldg.	Chicago, Ill.	S. L. Rosenheim; E. Hall
MORSE ADV. AGENCY	26 N. Potomac St.	Hagertown, Md	
MORSE ADV. AGENCY	63 W. Milwaukee Av.	Detroit, Mich.	H. G. Selby
MORSE, ARTHUR E., *d*	Miller Bldg.	Scranton, Pa.	Arthur E. Morse
MOSER ADV. SERVICE	26 N. Potomac St.	Hagerstown, Md	
MOSER & COTINS, *a-d-e-f-g-h*	10 Hopper St.	Utica, N. Y.	Miss C. V. Welch
MOSES ADV. SERVICE, *a*	Munsey Bldg.	Baltimore, Md.	Jacob G. Moses
MOSS ADV. AGENCY, *d*	808 Summit Ave.	Greensboro, N. C.	Edgar A. Moss
MOSS-CHASE CO., THE, *a-d-e-f-g*	425 Franklin St.	Buffalo, N. Y.	S. C. Moss; J. B. Chase; G. A. Clauss; E. J. Felt; F. G. Brownell
MOSSE, INC., RUDOLF	Graybar Bldg.	New York City*	Arthur J. McEllone
	19 S. W. Mosse-Haus, 46 Jerusalemer Str.	Berlin, Germany	
	Mosse-Haus, Hohe Str. 52-58	Cologne, Germany	
	Jungfernstieg, ½	Hamburg, Germany	
	Grimmaische St. 27	Leipzig, Germany	
	Theatiner Str. 8	Munich, Germany	
	W. C. 2, 125-130 Strand	London, England	
	Mosse-Haus, Limmatquai 34	Zurich, Switzerland	
	Damrak 57	Amsterdam, Holland	
	Rambla de Cataluna 15	Barcelona, Spain	
	Calea Victoriei NR 31	Bucharest, Rumania	
	Mosse-Haus, Vaci Utca 18	Budapest, Hungary	
	Ovocny TRH 19	Prague, Czechoslovakia	
	1 Seilerstatte 2	Vienna, Austria	
	Marszalkowska 124	Warsaw, Poland	
	30 Corso Vittorio Emanuele	Milan, Italy	
	Terazije 25	Belgrade, Jugoslavia	
MOTTRAM, INC., *d*	110 E. Wis. Ave.	Milwaukee, Wis.	E. W. Groth; H. M. Mottram
MULLER & CO., J. P., *a-d-e*	220 W. 42nd St.	New York City	Her. J. Schnittger; Frank J. Hughes; J. A. Benjamin
MULLINE ADV. AGENCY, *d-e*	Walsix Bldg.	Kansas City, Mo.	Russell Mullins
MULLICAN CO., C. N., *a-b-d-e*	U. S. Trust Bldg.	Louisville, Ky.	C. N. Mullican
MUMM-ROMER JAYCOX CO., *a-d-e-g*	314 E. Broad St.	Columbus, Ohio	W. M. Munn; H. E. Romer; C. L. Jaycox
MUNN BUCKINGHAM ADVG. AGENCY	389 Main St.	Springfield, Mass.	
MUNN & NICHOLS ADV. AGCY.	Bookstone Bldg.	Springfield, Mass.	
MURPHY, INC., CARROLL DEAN, *a-e-f-g*	35 E. Wacker Drive	Chicago, Ill.	Miss F. A. Neighbors; M. T. Harshaw; F. R. Schwengel
MURPHY, GEORGE A.	Kendall Bldg.	Grand Rapids, Mich.	George A. Murphy
MURPHY, JOHN ALLEN	285 Madison Ave.	New York City	
MURPHY, J. E.	Cawker Bldg.	Milwaukee, Wis.	
MURRAY CO.	109 N. Water St.	Philadelphia, Pa.	
	Oraton & Verona St.	Newark, N. J.	
MURRAY HILL ADV. CO., *a-d*	200 E. 23rd St.	New York City	Ernest Liebermann
MURRAY ADV. AGENCY, INC., JOHN F., *a-e-g*	Lexington Bldg.	New York City	
MUSADCO SERVICE, *d*	17 E. 42nd St.	New York, N. Y.	
MUTUAL SERVICE CORP., *a-e*	140 Cedar St.	New York City	
MYERLY DIRECTORY & ADV. SERVICE	716 Summit Ave.	Hagerstown, Md.	
MYERS & GOLDEN, INC., *a-d-f-g*	Graphic Bldg.	New York City	N. H. Golden

N

NATHAN ADV. CO., INC., *d-e*	22 W. Monroe St.	Chicago, Ill.	Henry Nathan
NATHAN ADV. AGENCY, EDWARD N., THE, *a-d-i*	Chamber of Commerce Bldg.	Los Angeles, Cal.*	Daniel O. Skinner
	Phelan Bldg.	San Francisco, Cal.	
	Orpheum Bldg.	Seattle, Wash.	

(*Continued on page* 206)

(For Explanation of Key Letters, See Page 176)

HOME CONTACT

Harrisburg, Pa., is a city of 83,422 people. The Harrisburg Retail Area includes about 50,000 Families

Harrisburg Telegraph Families Spend More Than $75,000,000 Every Year for Needed Merchandise.

One Newspaper at One Low Cost Without Duplication Will Carry Your Message Into More Than

45,000 HOMES

in Central Pennsylvania

Every Evening—That Newspaper

IS THE

HARRISBURG TELEGRAPH

Central Pennsylvania's Greatest Daily

Get Your Share of Harrisburg Business by Using This One Big Newspaper at One Low Cost—No Duplication

READER INTEREST

REAL RESULTS

NEW YORK CHICAGO — Represented By **STORY, BROOKS & FINLEY** — PHILADELPHIA LOS ANGELES

Always Remember:

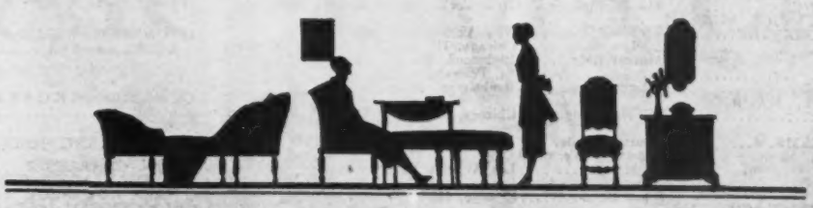
FURMAN'S FOR FURNITURE

18TH CENTURY DESIGNS FOR 1928 HOMES

$67.50

SPINET DESKS, or any other merchandise can be given a suitable typographic treatment with the variety of attractive faces available on one Model 26. With it the matrices from four magazines can be set and mixed at will—**4th Floor**

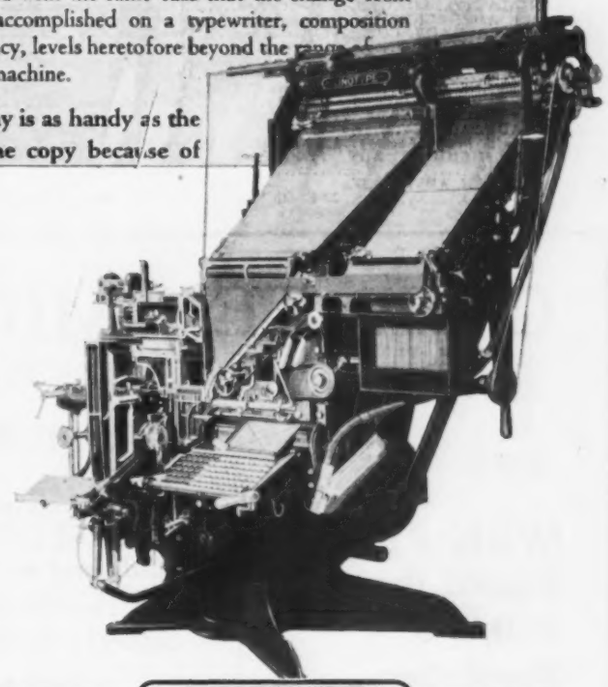
Illustrations through courtesy B. Altman & Co.



NEW FURNISHINGS FOR THE HOLIDAYS AT HOME

The two main and two auxiliary magazines of the Model 26 provide faces suited to every component of a large ad. In addition, multiple distribution equips it to handle changes of face in the same line, so the most intricate display can be set upon it without changing magazines. *All this can be handled as continuous composition,* too, for with the single keyboard operation of the Model 26, the change from face to face is effected by pressing a button. And when the change from display to text can be achieved with the same ease that the change from lower case to capitals is accomplished on a typewriter, composition reaches new levels of efficiency, levels heretofore beyond the range of typesetting or composing machine.

Bold face type for display is as handy as the next letter of text in the copy because of



TRADE **LINOTYPE** MARK

Entire Retail Advertisements *Set on One Linotype*

The advertisements of retail stores, the most intricate that fall to the lot of the newspaper ad room, hold no difficulty for the plant equipped with the Linotype Model 26. This machine, with its multiple distribution design, will handle them in their entirety and take little more time for the job than is required for straight matter.

The explanation? Faces from four magazines—all operated from a single keyboard—can be assembled in the same line and mixed, if the copy demands, without any time out for magazine changes or pick-ups. The saving in composition and make-up time puts the newspaper ad room on a basis of economy farther advanced than any now known to newspaper management.

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE, LIMITED, TORONTO

Representatives in the Principal Cities of the World

TRADE **LINOTYPE** MARK

The Model 26

The two main magazines and two auxiliaries were equipped as follows in setting the above specimen:

UPPER MAIN
12 Point Cloister Bold with Italic (12△276)

EVERY PART IN T
Every part in the Lin
Every part in the Lin

LOWER MAIN
12 Point Cloister with Italic and Small Caps (12△284)

EVERY PART IN T
Every part in the Lino
Every part in the Lino
EVERY PART IN THE LIN

UPPER AUXILIARY
24 Point Cloister Bold Caps (24△207)

EVERY P
ART IN T

LOWER AUXILIARY
18 Point Cloister Bold Caps (18△243)

EVERY PAR
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NOTYPE IS

LINOTYPED IN THE CLOISTER FAMILY 930.28.2-F

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 204)

	Address		Space Buyers
NATIONAL ADVERTISERS AGCY., INC.	243 W. 47th St.	New York City	
NATIONAL ADV. AGENCY	P. O. 408	Summerville, Ga.	
NATIONAL ADV. AGENCY	333 W. 2nd St.	Los Angeles, Cal.	M. J. Dutton
NATIONAL ADV. SERVICE, *d*		Danville, Ill.	Jack M. Williams
NATIONAL CHICK ADV. SERVICE, *e*	4740 Sheridan Road	Chicago, Ill	
NATIONAL EXPORT ADV. SERVICE, INC.	110 E. 42nd St.	New York City	M. B. Donly
NATIONAL SERVICE BUREAU OF NEW YORK, INC.	80 John St. Mallers Bldg. Mutual Bldg.	New York City* Chicago, Ill. Richmond, Va.	Melville M. Grieg
NAUGLE, INC.		St. Petersburg, Fla.	
NEBRASKA ADV. CO.	Citizens Bank Bldg.	Benkelman, Nebr.	
NEEDHAM CO., MAURICE H., *a-d-e-f-h*	360 N. Michigan Av.	Chicago, Ill.	Otto R. Stadelman
NEELEY & DEEMS, *d*	Heartwell Bldg. Subway Terminal Bldg.	Long Beach, Cal.* Los Angeles, Cal.	J. C. Bell
NELSON CO.	1326 W. Washington St.	Chicago, Ill.	
NESBITT SERVICE CO., THE, *a-d-e-f*	850 Euclid Ave.	Cleveland, Ohio	K. A. Nesbitt M. C. Nesbitt
NETTER ADV. AGCY., J., *x*	67 W. 44th St.	New York City	Peter J. Marks
NEWCOMB, IRVING B.	Investment Bldg.	Washington, D. C.	
NEWELL-EMMETT CO., *a-d-e-f-g-h*	40 E. 34th St. 525 Market St.	New York City* San Francisco, Cal.	Fred H. Walsh D. J. Crimmons E. S. Campion Fred Weeks, Irving C. Bilow R. E. Berg
NEWELL CO., R. B., *d*	58 E. Washington St.	Chicago, Ill.*	
NEW ENGLAND ADV. CO., *e*	18 Tremont St.	Boston, Mass.	
NEW ENGLAND ADV. & SALES CO.	49 Weybosset St.	Providence, R. I.	
NEWMAN ADV. AGCY., BEN FRANKLIN	1st Natl. Bank Bldg.	Chicago, Ill.	
NEWMAN CO., L. H.	3147 Locust St.	St. Louis, Mo.	
NEW ENGLAND FOREIGN LANGUAGE SERVICE, INC.	262 Washington St.	Boston, Mass.	
NEWMARK, INC., J. H., *a-d-e-g*	Fisk Bldg.	New York City	J. W. Darr
NEWMARK'S ADVG. AGCY., *d*	219 7th Ave.	New York City	Samuel S. Zipser
NEWSOM ADV. CO., *d*	Capwell Central Market Bldg.	San Francisco, Cal.	J. Raymond Newson
NEWTON ADV. CO., SHAW, *d*	66 South Ave.	New Canaan, Conn.	Shaw Newton
NEW YORK ADV. AGENCY, *f*	441 Lexington Ave.	New York City	
NEW YORK LAW ADV. CO.	280 Broadway	New York City	
NICHOLS ADV. AGCY., *d*	44 Portland St.	Worcester, Mass.	C. A. Nichols
NICHOLS CO., CHARLES F. W., *a-d-e*	14 E. Jackson Blvd.	Chicago, Ill.	Walter H. Knifflin
NICHOLS EVANS CO., *d*	Guarantee Title Bldg.	Cleveland, Ohio	E. J. Witthoff
NORDLIE CO., CHARLES, *d*	461 8th Ave.	New York City	Charles Nordlie
NORMAN ADV. AGENCY, *d* (No connection with Boston Agency)	1st Nat'l Bk. Bldg.	New Haven, Conn.	T. E. F. Norman
NORTHERN MICHIGAN ADV. AGCY.		Hancock, Mich.	
NORTHWESTERN ADV. AGCY., *a-d-e*	23 E. 6th St.	St. Paul, Minn.	Walter M. Robbins
NOURSE ADV. AGCY.	321 Lafayette Life Bldg.	Lafayette, Ind.	
NUWAY ADV. AGENCY		Atlanta, Ga.	

O

	Address		Space Buyers
OBER & CO., LOUIS, *d*	37 Pearl St.	Boston, Mass.	Louis Ober
OBERN & STAFF, EARL R., *d*	Merchants National Bank Bldg.	Los Angeles, Cal.	Earl R. Obern
O'BRIEN ADV. SERVICE	People's Bank Bldg.	Charleston, S. C.	
O'CALLAGHAN ADV. AGCY., *b*	Empire Bldg.	Memphis, Tenn.	
O'CONNELL INGALLS ADV. AGCY., *a-d-e-f-g-h*	100 Boylston St.	Boston, Mass.	John F. O'Connell Arthur W. Ingalls Thomas J. Keavy Robert S. Perry George M. Nutting Gladys G. Telfer
O'CONNOR GROSSE ADV. AGCY., *d*	498 7th Ave.	New York City	Jos. L. Grosse
ODETS CO.	225 5th Ave.	New York City	
ODLIN CO., INC., JOHN W., *d-e-f*	Printers' Bldg.	Worcester, Mass.	John W Odlin Ruth G. Marsh
OFFIN, CHARLES Z.	366 Broadway	New York City	Charles Z. Offin
O'GORMAN ADV. AGCY	912 Broadway	New York City	
O'HARA ADV. AGCY	401 Main St.	Dallas, Tex.	
OHIO CENTRAL AGENCY	28 So. Main St.	Mechanicsburg, O.	Charles F. Keller
OHIO ADV. CO.	76 N. Main St.	Akron, Ohio	
O'KEEFE ADV. AGCY., INC., P. F., *a-d-e-g-h*	45 Bromfield St.	Boston, Mass.	Walter C. Sampson
OLECK ADV. CORP., WM., *d*	1133 Broadway	New York City	
OLIPHANT ADV. AGCY., INC., C. J., *a-d-e*	175 5th Ave.	New York City	C. J. Oliphant M. P. Taylor A. J. Slomanson W. H. Rutler
OLLENDORF CO., C. J., *d-e*	Mather Tower	Chicago, Ill.	C. J. Ollendorf Otto Highfield
OLMSTEAD, PERRIN & LEFFINGWELL, INC., *a-e-g*	250 Park Ave.	New York City	Albert G. Graff
OLMSTEAD-HEWITT, INC., *d*	1200 2nd Ave., So.	Minneapolis, Minn.	Alan M. Shearer
O'LOUGHLIN, D. B.	Liberty Bldg.	Philadelphia, Pa.	
OLSON & ENZINGER, INC., *a-d-e-g*	Century Bldg.	Milwaukee, Wis.	E. W. Federer
OLSEN ADV. AGENCY, *d*	Transportation Bldg.	Los Angeles, Cal.	A. J. Olsen
O'MALLEY ADV. & SELLING SERVICE, *a-e*	244 Washington St.	Boston, Mass.	Chas. J. O'Malley Chas. D. O'Malley
OSBORNE, LENO, *d-e*	Continental Bldg.	Oklahoma City, Okla.	Miss Leno Osborne
OSWALD ADV. AGCY., *a-d-e-h*	Otis Bldg.	Philadelphia, Pa.	
OWEN KENNY ADV. CO.		Cherokee, Okla.	
OWL ADV AGCY	Times Bldg.	New York City	
OXFORD PRESS, INC., *d*	6713 Sunset Blvd.	Hollywood, Cal.	George O. Jenner

P

	Address		Space Buyers
PABST CO., FREDERICK	Chronicle Bldg.	San Francisco, Cal.	
PACE CO., THE, *d-e*	14 E. Jackson Blvd.	Chicago, Ill.	W. W. Pace C. A. Pace L. P. Freeman
PACIFIC STATES ADV. AGCY.	88 First St.	San Francisco, Cal.	
PACK, PHILIP J.	Marchese Bldg. Detroit Life Bldg.	Ann Arbor, Mich.* Detroit, Mich.	Philip C. Pack Charles J. Rash Charles W. Judd

(*Continued on page* 208)

(For Explanation of Key Letters, See Page 176)

OVER TEN MILLION AGATE LINES

For The Year 1927

—*Far More Than Any Other Kansas' Newspaper!*

Wichita has Passed the 100,000 Population Mark!

Wichita joins the other 81 cities in the hundred thousand population class. On January 1, 1928, the population of Wichita was 102,833. In business, however, it equals most cities in the 200,000 population class.

Newspaper advertising lineage records in Kansas have been shattered in 1927. 10,015,726 agate lines of paid advertising was published in the Morning and Sunday Eagle during 1927.

The Evening Eagle, the first issue appearing March 28, 1927, carried a total of 947,345 agate lines.

A total of 10,963,071 agate lines is no small accomplishment. To the advertiser and agency these records mean advertising in The Eagle has produced results. Statistics show that no part of the United States has enjoyed better business than Kansas during the past year. And 1928 will be even better.

Our Merchandising Service Department will be glad to assist you.

There Is No Substitute For The Eagle In Kansas

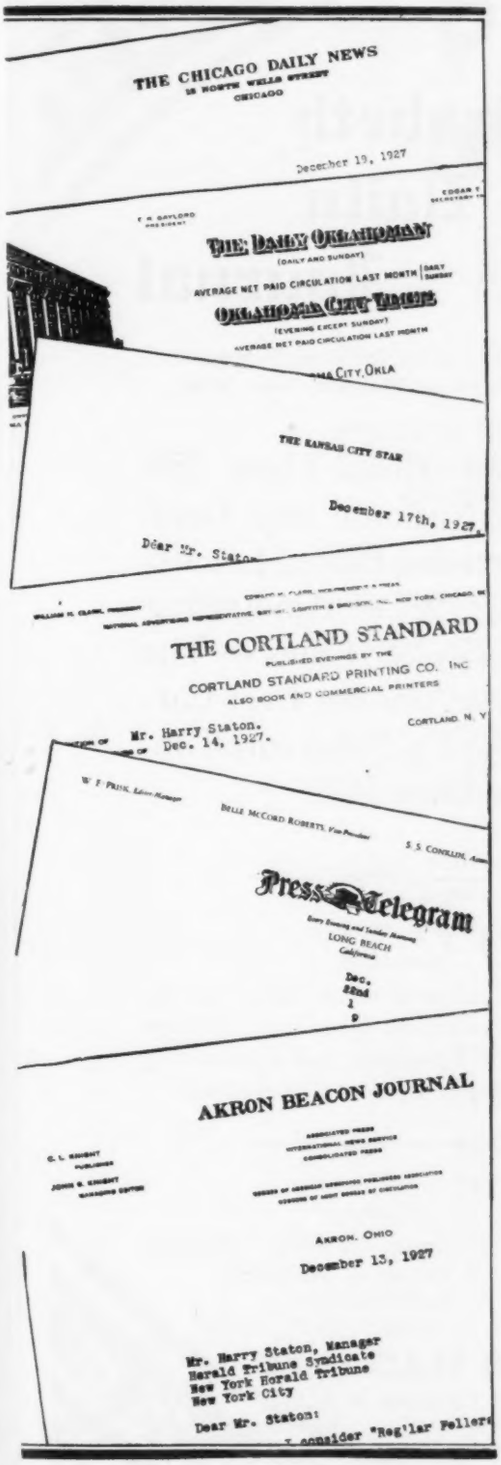
WICHITA **The Wichita Eagle** KANSAS

Morning — Evening — Sunday

Represented Nationally by **S. C. BECKWITH SPECIAL AGENCY** — New York—Chicago—Detroit—St. Louis Atlanta — Kansas City — Philadelphia— San Francisco

REG'LAR FELLERS

DAILY



"It helps grownups renew their youth and it also helps them to understand boyhood in the raw . . . I think it is a daily bright spot in the columns of the newspaper that uses it." —*Chas. H. Dennis, The Chicago Daily News.*

"We removed it from The Star at one time and had hundreds of letters from children and older persons asking that it be restored." — *Geo. B. Longan, Managing Editor, The Kansas City Star.*

"I regard it as a splendid comic."—*L. S. Levy, Managing Editor, Oakland Tribune.*

"It is one of the best features in our paper and has a wide vogue in Buffalo. It is popular with young and old alike."—*A. H. Kirchhofer, Managing Editor, Buffalo Evening News.*

"The Times considers 'Reg'lar Fellers' the most perfect adult and child's strip on the market today."—*A. Y. Aronson, Managing Editor, The Louisville Times.*

"In my judgment, 'Reg'lar Fellers' is the best kid comic strip running today in the country. There is no doubt that it is the most popular strip running in our territory."—*D. J. Mahoney, General Manager, The Dayton News.*

"We consider it the best comic strip we use." — *Fred H. Croak, Managing Editor, The Cortland Standard.*

"'Reg'lar Fellers' is on the target six days a week." — *Walter M. Harrison, Managing Editor, The Daily Oklahoman.*

"We are running in our two papers at the present time eight comic strips. It is my impression that 'Reg'lar Fellers' has the widest appeal of any of them. We are delighted with it and so are our readers."—*Dwight Marvin, Editor, The Troy Record.*

"The fact that it has remained longer on our comic page than any other feature is perhaps the best tribute we can pay Mr. Byrnes."—*Frank M. Salover, Managing Editor, Press-Telegram, Long Beach, Cal.*

"I regard it as one of the best juvenile comics in the market." — *Ralph W. Trueblood, Managing Editor, Los Angeles Times.*

"I consider "Reg'lar Fellers" to be one of the best strips on the market."—*John S. Knight, Managing Editor, Akron Beacon Journal.*

New York Herald Tribune Syndicate

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 206)

	Address		Space Buyers
PAGE ADV. AGENCY, *b-d-e*	Grace-American Bld.	Richmond, Va.	L. E. Page
PAINE ADV. SERVICE, S. HUGH, *d-e*	Federal Sq. Bldg.	Gr'd Rapids, Mich.	I. W. Elson
PAIZ ADV. CO.	1170 Broadway	New York City	Joseph Block
PALMER ADV. AGENCY, *e*	220 Broadway	New York City	
PALMER ADV. SERVICE, INC.	19 W. 44th St.	New York City	
PALMER ADV. SERVICE	Hirbour Bldg.	Butte, Mont.	
PAN-AMERICAN ADV. AGCY., *d*	Peoples Life Bldg.	St. Louis, Mo.	J. O. Kadlec
PARIS, DANIEL E., *a-d-e-g*	Little Bldg.	Boston, Mass.	L. M. Curtis
PARIS CO., WILLIAM B	Pacific Elec. Bldg.	Los Angeles, Cal.	
PARIS & PEART	369 Lexington Ave.	New York City	
PARISH, CHESTER EDWARD H. ACREE	154 Nassau St.	New York City	H. C. Stocking M. Stadtlander
PARKER COMPANY, *d*	295 Dutton St.	Lowell, Mass.	Willard A. Parker
PARKER-CHAMBERLAIN CO., *e*	Ludlow Arcade	Dayton, Ohio	
PARKS & WEISS	110 W. 40th St.	New York City	
PARRISH, M. F	1345 Arch St.	Philadelphia, Pa.	
PARRY ADV. AGENCY, TOM JONES	Central Bldg.	Seattle, Wash.	C. S. Van Voris
PASCHALL, IRVIN F., INC., *a-d-e-f-g*	Adams-Franklin Bldg.	Chicago, Ill.	A. M. Marlock
PARTRIDGE CO., C. J.	1270 Broadway	New York City	
PATTEN ADV. SERVICE	1st Nat'l Bk. Bldg.	San Diego, Cal.	
PATTERSON, J. C.	Commerce Bldg.	Erie, Pa.	
PATTERSON - ANDRESS CO., INC., *a-d-e-g*	1 Madison Ave.	New York City	G. H. Sherin
PATZ CO., HARRY J., *d*	325 N. Charles St.	Baltimore, Md.	
PAYNE ADV. ORGANIZATION, HANCOCK, *a-d-e*	Public Ledger Bldg.	Philadelphia, Pa.	Chas. D. Ledyard Jack C. Speirs, Jr.
PEARSALL, W. MONTAGUE, *a-e*	20 Vesey St.	New York City	W. Mont. Pearsall
PECK CO., A. H	McNair Bldg.	Kalamazoo, Mich.	A. H. Peck
PECK ADV. AGCY., INC., *a-d-e-f*	6 E. 39th St. 294 Ninth St.	New York City* Broklyn, N. Y.	B. B. Haas
PEDLAR & RYAN, INC., *a-d-g*	Postum Bldg.	New York City	Wm. M. Engelmann
PENMAN, HARRY G., *d-e*	2100 Fifth Ave.	Seattle, Wash.	H. G. Penman
PENNY, C. T	242 Water St.	Augusta, Me.	
PEORIA ADV. CO		Peoria, Ill.	
PERSON-COOKE, INC	310 S. Capitol Ave.	Lansing, Mich.	
PETERSON CO., WALTER J., *e-g*	George L. Young Bldg.	Gr'd Rapids, Mich.	Allen W. Church
PEXTO ADV. SERV. BUREAU		Southington, Conn.	
PFEIFER'S ADV. AGENCY, *d*	112 Madison Ave.	Detroit, Mich.	J. A. Pfeifer J. D. Cosgrove
PHELPS, INC., GEORGE HARRISON, *a-d-e-g*	2761 E. Jeff'son Av. 60 Broadway Hunter Dulin Bldg. Willesden Lane, Park Royal	Detroit, Mich.* New York City San Francisco, Cal. London, N. W. 10, England	H. G. Selby L. D. Sibert P. C. Beatty
PHIBBS ADV. CO., HARRY C.	28 E. Huron St.	Chicago, Ill.	T. F. Glynn
PHILADELPHIA NEWS BUREAU, *a*	1520 Sansom St.	Philadelphia, Pa.	William A. Dailey Milton T. Kyle
PHILLIPS, HARRY D., *a-d*	Knickerbocker Bldg.	New York City	Fay R. Heller
PHILLIPS CO., HARRY	Jenkins Arcade	Pittsburgh, Pa.	
PHILMAR CO.	3700 Enright St.	St. Louis, Mo.	
PIANISANI, INC., C	253 Broadway	New York City	
PICARD, BRADNER & BROWN, INC., *a-d-e-g-h*	420 Lexington Ave.	New York City	Miss E. C. Stamler
PICARD-SOHN, INC., *e-f-g*	551 Fifth Ave.	New York City	Fred J. Mashier
PICKETT & SON CO., WILLIAM	119 S. Jefferson St.	Chicago, Ill.	
PICKUS-WEISS, INC., *d-e*	307 N. Michigan Av. Plankington Bldg.	Chicago, Ill. Milwaukee, Wis.	M. I. Voss
PIERCE, MATTHEW G., *a*	Financial Center Bldg.	San Francisco, Cal.	Matthew G. Pierce Stanley E. Monroe
PIERRE, GEORGE H	1700 Walnut St.	Philadelphia, Pa.	
PIERSON, ROMAINE	93 Nassau St.	New York City	G. E. Thomson
PITLUK ADV. CO., *a-b-d*	Aztec Theatre Bldg.	San Antonio, Tex.	C. R. Cusick Bernard M. Brooks J. N. Pitluk
PITT CO., STEDDIFORD, *d*	155 Court St.	New Haven, Conn.	Steddiford Pitt
PLAMBECK, CHARLES J	California Bank Bldg.	San Diego, Cal.	Charles J. Plambeck
PLATT-FORBES SERVICE, INC., *d-e*	303 Fifth Ave.	New York City	Rutherford H. Platt, Jr. William A. Forbes Thos. F. Cosgrove William S. Walker Jean Harrison Bettina Bullard
PLUM ADV. AGENCY	726 Iowa Ave.	Iowa City, Ia.	
PLUMMER, FRANCIS L	101 West 31st St.	New York City	
PLYMOUTH ADV. CO., INC., *a-d*	250 Park Ave.	New York City	Douglas P. Maxwell
POLK, LON	Close Bldg.	Toledo, Ohio	Lon Polk
POMEROY CO., HORACE F., *d*	33 W. 42nd St.	New York City	H. F. Pomeroy
PORTER ADV. SERVICE, INC., DE FOREST, *a-e*	70 W. Chippewa St.	Buffalo, N. Y.	Morse I. Flagler
PORTER-EASTMAN-BYRNE CO., *a-d-e-g*	22 W. Monroe St.	Chicago, Ill.	E. T. Wendel Elmer G. Steele Charles Pepper
PORTER CO., INC., HARRY, *a-d-e-g-h*	270 Madison Ave.	New York City	James A. Beatty
PORTER, W. H	Nicholas Bldg.	Toledo, Ohio	
PORZER, ASSOCIATES, INC., WALTER K.	450 Fourth Ave.	New York City	
POSTER ADV. CO., INC	1 Park Ave.	New York City	
POSTER ADV. CO., *d*	301 Central St.	Johnstown, Pa.	
POTTS & ASSOCIATES, HUGH SWINTON, *d*	Ricon - Brewster Bldg.	Shreveport, La.	
POTTER CO., Z. L., *a-d-e-g*	Syracuse Bldg.	Syracuse, N. Y.	Z. L. Potter A. J. Schmid D. A. Lynion
POTTS-TURNBULL ADV., CO., *a-d-e-g-h*	6 N. Michigan Ave. Gates Bldg.	Chicago, Ill.* Kansas City, Mo.	Burton G. Wasser George F. McGill
POWELL, RALPH E., *d*	34 N. 11th St.	Philadelphia, Pa.	Ralph E. Powell
POWER CO., INC., EDWARD M., *a-d-e*	Henry W. Oliver Bldg.	Pittsburgh, Pa.	G. E. Eisenhauer
POWERS CO., JOHN O., *a-d-e-f-g-h*	247 Park Ave.	New York City	Robert W. Powers
POWERS-HOUSE CO., *a-d-e-f-g*	Hanna Bldg.	Cleveland, Ohio	Gordon Rieley Clif. A. Marbach
POWNING, GEORGE G., INC., *a-e*	278 Orange St.	New Haven, Conn.	Geo. G. Powning W. G. Powning
PRACTICAL ADV. CO	214 S. 4th St.	Springfield, Ill.	
PRAIGG, KISER & CO	185 N. Wabash Av.	Chicago, Ill.	R. W. Classen
PRATHER-ALLEN & HEATON, *a-e-f-g*	307 E. 4th St.	Cincinnati, Ohio	Douglass M. Allen
PRATT, INC., ERNEST LARNED	220 W. 42nd St.	New York City	
PRATT & DAVIDSON, INC., *d*	220 W. 42nd St. 870 Broad St.	New York City* Newark, N. J.	
PRATT & FLOREA, INC., *d-e*	277 Broadway	New York City	P. S. Florea
PRATT & LINDSAY CO	461 Eighth Ave.	New York City	
PRATT-MOORE ADV. CO., *d-e-f*	Ford Bldg.	Detroit, Mich.	L. A. Pratt R. E. Brown
PREMIER CO.	825 E. 18th St.	Cleveland, Ohio	

(*Continued on page* 210)

(For Explanation of Key Letters, See Page 176)

Such Business Must Be Merited!

The

Elizabeth Daily Journal

A 90% Home Delivered Newspaper
Published at Elizabeth, New Jersey

Carried More Than 75% of All National and Local Advertising Placed Locally During 1927 — Amounting to 12,776,288 Lines — The Largest Amount Ever Carried And a Substantial Increase Over 1926.

Why?

Because it offers the advertiser a complete One-Cost Coverage for Elizabeth and neighboring Union County Communities.

Member of
American Newspaper Publishers Association
Audit Bureau of Circulations
Associated Press
United Press

FREDERICK L. CRANE, Publisher
F. ERNEST WALLACE, Advertising Manager

National Representative
CHAS. H. EDDY CO. *247 Park Ave. New York*
CHICAGO BOSTON

PRIMITIVE METHODS

not profitable

BURNING crude fuels in a raw state is a primitive method of obtaining heat. It is wasteful, troublesome and dirty. Civilization cannot tolerate it much longer.

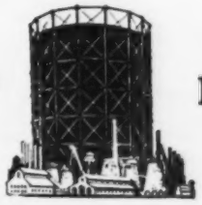
Gas gives you concentrated heat, delivered at the burner, in any quantity, at any time. Gas is the only thing that burns.

Use of gas for heat, wherever heat is needed, means: doing away with the dirt and nuisance of ashes; relieving traffic of the heavy haulage of crude fuels; the abandonment of unsightly chimney stacks, spreading noxious fumes and soot over the neighborhood. It also means improved products.

As industry advances in economic efficiency, the use of gas in its heat-treating operations grows. Ask your gas company, now, what gas is doing for other companies in your line of business.

American Gas Association
420 Lexington Avenue, New York City

YOU CAN DO IT



BETTER WITH GAS

ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 208)

	Address		Space Buyers
PRESBREY CO., FRANK, *a-d-e-f-g-h*	247 Park Ave.	New York City*	W. A. Baker
	220 S. 16th St.	Philadelphia, Pa.	
	Union Bank Bldg.	Pittsburgh, Pa.	
	6 N. Michigan Ave.	Chicago, Ill.	
PRICE ADV. AGENCY, *d*	Gould Bldg.	Malden, Mass.	
PRICE & CO., INC., HENRY F.	15 E. 40th St.	New York City	
PROCTER & COLLIER CO., *a-d-e-f-g-h*	McMillan St., at Reading Road	Cincinnati, Ohio*	W. H. Sutherland
	Graybar Bldg.	New York City	L. P. Orr
PROMPT SERVICE ADV. AGCY.	110 W. 40th St.	New York City	
PROTZMAN, GEORGE F., *d*	Oliver Bldg.	Pittsburgh, Pa.	
PUBLICITY CORP., INC.	Home Life Bldg.	Washington, D. C.	
PURCELL ADV. CO., INC., *d*	Exchange Bldg.	Miami, Fla.	Stephen E. Purcell

Q

	Address		Space Buyers
QUEEN ADV. MERCHANDISING, JOHN W., *a-d-e*	5 Park Square	Boston, Mass.	B. F. Bannan
QUINLAN CO., *e-g*	35 E. Wacker Drive	Chicago, Ill.	

R

	Address		Space Buyers
RAE ADV. CO.		Vermillion, Ohio	
RAINS ADVG. SERVICE	Real Estate Trust Bldg.	Philadelphia, Pa.	
RAMSEY CO., L. W., *e*	Union Bank Bldg.	Davenport, Iowa	
RANDALL CO., FRED M., *a-d-e-g-h*	Book Bldg.	Detroit, Mich.	Chas. E. Foerster.
RANDLES ADV. CO., EUGENE, *d*	3 W. Sherman St.	Hutchinson, Kans.	
RANKIN CO., WILLIAM H., *a-e-g-h*	342 Madison Ave.	New York City	H. R. Schaeffer, New York.
	435 N. Michigan Av.	Chicago, Ill.	
	Riggs Bldg.	Washington, D. C.	
	507 Montgomery St.	San Francisco, Cal.	Miss Anna Miller, Chicago.
	Bankers Trust Bldg	Philadelphia, Pa.	
	32 Front St.	Toronto, Ont.	
RATCLIFFE, MORELLE K., *d*	Mercantile Bank Bldg.	Dallas, Tex.	Morelle K. Ratcliffe
RATHBUN-GRANT-HELLER CO., *d*	738 W. Van Buren St.	Chicago, Ill.	Charles D. Heller
RAVETT ADV. AGENCY	17 W. 60th St.	New York City	Walter Fietz
RAWSTHORNE CO., ROBERT, *d*	Heeren Bldg.	Pittsburgh, Pa.	Lloyd H. Smith; Willoughby S. Leech
REAL SERVICE ADV. AGENCY, INC., *d*	15 E. 40th St.	New York City	
REARDON ADV. CO., INC., *a-e*	Quincy Bldg.	Denver, Colo.	John F. Reardon; S. A. Starrett
REASS ADV. SERVICE, JOS.	Market St.	Wheeling, W. Va.	
REAUME & CO., RICHARD F.	Columbus Bldg.	Detroit, Mich.	
REDFIELD ADV. AGENCY, *a-e-g*	34 W. 33rd St.	New York City	
REEDER, INC., G. ALLEN	Graybar Bldg.	New York City	G. Allen Reeder; Geo. R. Jordan; Jack Snyder; Eric Hartell
REESE ADV. AGENCY, INC., *a-b-d-e*	New Canal Bank Bldg.	New Orleans, La.	T. B. Moody
REEVES ADV. AGENCY	512 No. State St.	Chicago, Ill.	
REEVES ADV. AGENCY, KNOX, *d-e*	360 Robert St.	St. Paul, Minn.	Knox Reeves
REGAN, MARQUIS	270 Madison Ave.	New York City	
REIMERS & OSBORN, INC., *d-e*	285 Madison Ave.	New York City	Richard Webster
REINCKE-ELLIS CO., *a-d-e-g*	215 N. Michigan Av.	Chicago, Ill.	Edwin O. Bihl
REINHOLD ADVG. CORP., W. C.	326 W. Madison St.	Chicago, Ill.	
RELIANCE ADV. AGENCY	Merchants & Mfrs. Bank Bldg.	Milwaukee, Wis.	
REMINGTON ADV. AGENCY, INC., E. P., *a-d-e-g*	1280 Main St.	Buffalo, N. Y.	E. P. Baldwin
REMINGTON, WM. B., *e*	21 Besse Place	Springfield, Mass.	
RESORT ADVG. AGENCY		Hot Springs, Ark.	
REUTER ADV. AGENCY, *d*	709 6th Ave.	New York City	Murray Samuels
REUTERS INTERNATIONAL ADVG. AGENCY	383 Madison Ave.	New York City	
	24 Old Jewry	London, England	
	Reuters Bldg., St. George's St.	Capetown, South Africa	
	15 Castlereagh St.	Sydney, Australia	
		Wellington, New Zealand	
	26 Dalhousie Sq.	Calcutta, India	
REYNOLDS, MILO C., *d*	100 Church St.	Burlington, Vt.	Milo C. Reynolds
RICHARDS CO., INC., JOSEPH, *a-d-e-f-g-h*	247 Park Ave.	New York City	Joseph V. Hughes
RICHARDSON, A. FRANK	548 Pearl St.	New York City	
RICHARDSON-BRIGGS CO., *a-d-e-f-g*	216 Superior Ave., N. E.	Cleveland, Ohio	W. E. Richardson; R. G. Simmons
RICHMOND ADVG. SERVICE & AGENCY, *d*	Swinney Bldg.	Fort Wayne, Ind.	W. L. Richmond
RICKARD ADVG. AGENCY, *d*	Trenton Trust Bldg.	Trenton, N. J.	George A. Rickard
RICKARD & CO., INC., *f*	Graybar Bldg.	New York City	Julian Gran
RICKLES, P. A.	101 W. 42nd St.	New York City	
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SYSTEM ADV. SERVICE, INC.	415 Lexington Ave. New York City	

T

TABOR, C. C.	Vinney Bldg. Syracuse, N. Y.	
TALLANT, C. H.	Rialto Bldg. San Francisco, Cal.	
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TAYLOR-EBY, INC., *d*	Gen'l Motors Bldg. Detroit, Mich.	L. H. Eby; Frank I. Taylor; David S. Taylor
TAYLOR-PRESTON ADVERTISING CORP., *d*	1018 Gerrans Bldg. Buffalo, N. Y.	Albert G. Preston

(Continued on page 214)

(For Explanation of Key Letters, See Page 176)

Press Control

Any type of press

All sizes of plants

More than a quarter of a century of experience in design, construction, and installation of electric equipment for any type of press in all sizes of plants has established a world-wide reputation for General Electric. In every case a careful study of the conditions to be met resulted in an application which enabled the presses to give their finest performance.

This G-E push-button station is the most modern type of press control. It is characteristic of the facility of operation which distinguishes all G-E equipment for printing presses.

Confidence in the ability of General Electric to meet the needs of the printing industry is attested by the following list of establishments using G-E motors and control.

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New Bedford Standard
Springfield Union
Lynn Item
Lynn Telegram-News
Worcester Telegram
Lawrence Sun American
Lawrence Sunday News
Taunton Gazette
Fall River Globe
Quincy Patriot-Ledger
Malden News
Concord Patriot
Keene Sentinel
Woonsocket Call
Newport News
Westerly Sun
Bridgeport Star
Stamford Advocate
Torrington Register
New Haven Times Leader
Norwich Bulletin
Manchester Herald
Hartford Transcript
South Norwalk Sentinel

NEW YORK & NEW JERSEY

New York Times
New York Post
New York World
New York Graphic
Brooklyn Times
Brooklyn Home Talk
Jewish Morning Journal
Utica Press
Syracuse Herald
Niagara Falls Gazette
Elmira Express
Troy Record
White Plains Reporter
Knickerbocker Press
Albany Times-Union
Albany Sunday Telegram
Schenectady Gazette
Glens Falls Post-Star
Lockport Journal
Kingston Freeman
Amsterdam Recorder
Glens Falls Times
Hornell Tribune-Times
Atlantis (Greek) N. Y. City
The Armenian
Yonkers Statesman
Mt. Vernon Argus
Flushing Journal
Daily Racing Form (Buffalo)
New Rochelle Star
Newark Star-Eagle
Newark Ledger
North Tonawanda News
Paterson Press-Guardian
Paterson News
Passaic News
Plainfield Item
Plattsburg Republican
Hudson Dispatch (Union)
Bergen Evening Record
Red Bank Register

OTHER ATLANTIC STATES

Philadelphia Public Ledger
Philadelphia Daily News
Wilkesbarre Times Leader
Williamsport Sun
York Gazette
Lancaster Examiner
Lancaster Intelligencer
Pottsville Republican
Pottsville Journal
Pottstown Daily News
Phoenixville Republican
Butler Eagle
Allentown Chronicle-Telegraph
Shamokin News
Shamokin Dispatch
Sudbury Item
Reading Tribune
Hazelton Plain Speaker
Bradford Era
Warren Times
Scranton Dispatch
Pittston Gazette
Sayre Times
Hanover Sun
Norristown Evening Register
Cumberland Mail
Frederick News-Post
Morgantown Dominion-News
Charlottesville Progress
Charlotte News

SOUTHEASTERN

Columbia State
Augusta Chronicle
Tampa Times
Tampa Globe
Orlando Sentinel
Orlando Reporter Star
Miami Tribune
St. Augustine Record
Jackson Clarion Ledger
Vicksburg Post
Gulfport-Biloxi Herald
Monroe News Star
Greenville News

EAST CENTRAL

Toledo Blade
Youngstown Telegram
Cleveland German Daily
Cincinnati Blade
Mansfield Journal
Wooster Record
Chillicothe Scioto Gazette
Mt. Vernon News Republican
Martins Ferry Times
Lancaster Eagle
Tiffin Advertiser
Ft. Wayne News-Sentinel
Anderson Bulletin
Frankfort Times
Memphis Press
Jackson Sun

CENTRAL

Rock Island Argus
St. Louis Times
State Register, Springfield
Bloomington Pantograph
Galesburg Register-Mail
Chicago Journal of Commerce
Granite City Press- Record
Columbia Daily Tribune
Holyoke Press (Chicago)
Kewanee Star Courier
Mount Vernon Register News
Mount Vernon Herald
Waukegan Sun
Belleville Advocate
Iron Mountain News
Muskegon Chronicle
Detroit Dziennik Polski
Detroit News
Hillsdale News
Racine Journal News
Jamesville Gazette
Fond du Lac Reporter
Milwaukee Times
Appleton Post Crescent
Marshfield News
Omaha Bee-News
Ottumwa Courier
Decorah Posten
Muscatine Journal
Centerville Iowegian
Boone News Republican
Topeka State Journal
Pine Bluff Commercial
Little Rock Daily News
News Palladium

SOUTH AND WEST

Ponca City News
Paris News
Dennison Herald
Butte Miner
Missoula Sentinel
Great Falls Tribune
Boise Capital News
Seattle Star
Portland Journal
Oakland Tribune
San Diego Union
Los Angeles Daily News
Berkeley Gazette
Pomona Progress
Santa Barbara Morning Press
Santa Ana Register
Kern Valley Californian
Anaheim Evening Bulletin

FOREIGN

El Universal (Mexico City)
El Mundo (Havana)
El Pais (Havana)
Diario de Cuba, Santiago, Cuba
Jornal do Comercio, Rio Janeiro
Diario Official (Rio Janeiro)
Diario de Pernambuco (Brazil)
Comercio de Pernambuco (Brazil)
El Pais (Montevideo)
El Sur (Concepcion, Chile)
La Nacion (Santiago, Chile)
El Comercio (Lima, Peru)
El Heraldo (Bogota, Colombia)
El Tiempo (Lima, Peru)
Scarborough (England) Post
Spaight & Sons (England)
Winnepeg Tribune
McLean Publishing Co. (Toronto)
Sydney (Australia) Telegraph
Newcastle Morning Herald
Newcastle Sun
Geelong Advertiser
Labor Papers (Sydney)
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Lismore Northern Star
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ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 212)

	Address		Space Buyers
TEAS, INC., PAUL, *d-e-f*	Guardian Bldg.	Cleveland, Ohio	
TECHNIC-AD SERVICE	421 Seventh Ave.	New York City	Wm. E. Peterson Henry Kempner
TELLER THOMPSON ADVG. AGENCY	220 W. Onondaga St.	Syracuse, N. Y.	
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TEXAS ADV. AGENCY	P. O. Box 428	Houston, Texas	
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THIELECKE ADV. AGENCY	16 W. Williamette Ave.	Colo. Springs, Col.	Henry E. Thielecke
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THOMPSON ADV. SERVICE		Syracuse, N. Y.	
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THOMPSON CO., J. WALTER, *a-d-e-f-g-h*	Graybar Bldg.	New York City	R. A. Dunne A. B. Fratt Miss E. Righter D. C. Foote
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	Axelborg	Copenhagen, Denmark	
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	107 Place de Meir	Antwerp, Belgium	
	Kungsgatan 26	Stockholm, Sweden	
	16 Rue de Grammont	Paris, France	
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UNITED ADV. CORPORATION	833 State St.	New Haven, Conn.	
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(For Explanation of Key Letters, See Page 176)

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(Continued from page 214)

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(For Explanation of Key Letters, See Page 176)

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KPRC	Houston (Tex.) Post-Dispatch
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WIBU	Madison (Wis.) State Journal
WJAK	Kokomo (Ind.) Tribune
WJBB	Sarasota (Fla.) Financial Journal
WKBP	Battle Creek (Mich.) Enquirer & News
WMAQ & WQJ	Chicago (Ill.) Daily News
WMC	Memphis (Tenn.) Commercial Appeal & Evening Appeal
WQAN	Scranton (Pa.) Times
WSAN	Allentown (Pa.) Call
WSB	Atlanta (Ga.) Journal (co-op.)
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WTAG	Worcester (Mass.) Telegram-Gazette
WTMJ	Milwaukee (Wis.) Journal
WWJ	Detroit (Mich.) News

CANADA

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Burdick, R. L.	Advertising to Retailers	Ronald Press
Durstine, Roy S.	Making Advertisements and Making Them Pay	Scribner
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NEVADA (Carson City)—Reno Gazette—Frank Helwick; Reno State Journal—O. T. Buck; Carson City News—E. T. Clyde; Carson City Appeal—Hal Meghels; Las Vegas News—Al. Cahlan.

NEW HAMPSHIRE (Concord)—Boston Globe—Harlan C. Pearson; Boston Herald and Boston Post—Wm. E. Wallace; Manchester Union—Arthur DeMoulpied; Concord Monitor-Patriot—Albert S. Baker; Nashua Telegraph—Frederick I. Blackwood.

NEW JERSEY (Trenton)—Legislative News Bureau—Wm. K. Devereux, Daniel A. Dugan, Frank A. Reddan, John A. Reddan; Trenton Times—James Kerney, Chris Messershmitt, George B. Schick; Newark Evening News—James F. Dale, John J. McDonough, John J. Farrell; Philadelphia Inquirer—Frank Thompson; Philadelphia Record—Charles R. Bacon, Raymond Schroth; Trenton State Gazette—Frank D. Schroth; Philadelphia Public Ledger—John J. McDonough; Jersey City Journal—J. Albert Dear, Julius Grunow; Newark Evening News—Lewis S. Garrison; Lanning News Bureau, Camden Courier, Elizabeth Journal, New Brunswick Home News—Leo J. Lanning; New York Times—C. Harold Levy; Newark Star-Eagle, Newark Sunday Call—Lawrence J. Keefe, Edwin C. Lanigan, M. W. Higgins; Philadelphia Bulletin—Wm. R. Clark; Associated Press—David Fernsler; New Jersey Legislative News—Edwin J. Burke, James M. Burke; New York Tribune, New York Evening Post, Newark Sunday Call—Raymond Schroth; Hoboken, Jersey Observer, Standard News Association—Francis A. Jamieson, A. L. Ransom; Orange Courier—Herman B. Walker; Legislative Index—Edith Kanster, William R. Farrell; Paterson Morning Call—C. A. Winans; N. York Times, Trenton Sunday Times-Advertiser—John H. Sines; Atlantic City Daily Press—Francis E. Croasdale; Philadelphia Evening Ledger—Albert B. Thompson; New York World—Walter H. Fell; Camden Argus—Upton S. Jefferys; New York Daily News-Record—James E. Van Horne, Arthur J. Kelly; Kelly News Bureau—Arthur J. Kelly; Kelly News Service—Frank McCullough; Newark Ledger—Leon R. Kolb, Frank T. McGoughan; Asbury Park Press—Wm. S. Conklin; Elizabeth Times—Donald Barr Chidsey; Camden Post—Robert Exton; Universal Service—J. Joseph Cribbins.

NEW MEXICO (Santa Fe)—Santa Fe New Mexican—A. M. Morgan; Albuquerque, New Mexico State Tribune—Robert Wear; Associated Press—E. L. Lipton.

NEW YORK (Albany)—Knickerbocker Press, Miss. Jo. Leonard—Jerome L. Smith; Evening News—Robert R. Arnold; New York City, Herald Tribune—Thomas C. Stowell, Robert Paterson; Telegraph—George W. Herrick; World—Frank L. Hopkins, Jerome L. Smith; Times—W. Axel Warn, Albert L. Warner; American—William E. Lawby; Journal of Commerce—George M. Janvrin; Evening Sun—John C. Crary, George B. Snell; Post—Harold Brayman; Evening Telegram—Frederic T. Cardozo, George D. Morris; Evening World—Irwin Thomas; Brooklyn Times—John F. Geis; Brooklyn Eagle—W. H. J. Woodford; Brooklyn Standard-Union—Roy K. Weller; Staten Island Advance—George M. Janvrin; Bronx Home News—Samuel J. T. Coe; New York Graphic—Joseph L. Cohn. Albany—Times-Union—James J. Delaney; Evening News—Robert R. Arnold; Knickerbocker Press—Jerome L. Smith. Buffalo—Evening News—Charles H. Armitage; Courier-Express—Harold P. Jarvis. Jamestown—Post,—George W. Franklin. Syracuse—Journal—Henry J. Conners; Herald—Peter J. West Jr.; Post-Standard—Harold Brayman. Rochester—Times-Union—Arthur H. Crapsey, Walter S. Green; Democrat & Chronicle—Joseph R. Malone. Troy—Record—Edward McDonald; Times—Edward C. Cuyler. Utica—Press—Edward C. Cuyler. Watertown—Standard—Thomas C. Stowell; Times—Gerald P. Waite; International News—Raymond I. Borst; United Press Association—Percy B. Scott; Associated Press—Russell Hathaway, Backburn W. Johnson.

NORTH CAROLINA (Raleigh)—Raleigh Times—Robert L. Gray, Jr., Wade H. Lucas; Associated Press—William G. Schroeder, Jule B. Warren, Denny J. Mason; the Raleigh News & Observer—John A. Livingstone, C. J. Parker, Jr., R. E. Williams; Greensboro Daily News—W. Thomas Bost; Charlotte Observer, Winston-Salem Journal, Winston-Salem Sentinel and Asheville Citizen—Brock Barkley; International News Service—Henry Lesesne; North Carolina Association of Afternoon Dailies—John Baskerville.

NORTH DAKOTA (Bismarck)—Bismarck Tribune—V. E. Joslin; Fargo Forum—George A. Benson, H. D. Paulson; Grand Forks Herald—John B. Colley; Mandan Pioneer—E. A. Tostevin; Minot News—Raymond Dobson; Associated Press—Kenneth W. Simmons.

OHIO (Columbus)—Cleveland News—John T. Burke; Scripps-Howard Newspapers—Belford P. Atkinson, Hal W. Conefry, Frank M. Heller; Cleveland Plain Dealer—William C. Howells, Philip W. Porter; Cleveland Press—Louis B. Seltzer, Albert I. Cornsweet; Associated Press—H. H. Daugherty, Karl E. Pauley; International News Service—C. H. Haddox; Cincinnati Enquirer—Victor H. Logan, Herbert R. Mengert; Akron Times-Press—H. C. Atkinson; Columbus Dispatch—Robert S. French, Frank A. Petrie; Columbus Ohio State Journal—W. C. Bryant; Youngstown Vindicator—George U. Marvin; Cincinnati Times-Star—Richard A. Forster; Toledo Blade—Frank D. Hunt; Dayton Daily News—John W. Fisher.

OKLAHOMA (Oklahoma City)—International News Service—W. F. Bickford; Oklahoma News—Ernest R. Chamberlain; Harlow's Weekly—Frank Eagin; Associated Press—Charles C. Haslet; Oklahoma City Daily Oklahoman—Joe O'Brien; Oklahoma News, Tulsa Tribune, United Press—R. M. McClintock; Oklahoma City Times—Harold L. Mueller; Wichita (Kans.) Eagle, Dallas (Tex.) News, International News Service—Eugene Peach.

PENNSYLVANIA (Harrisburg)—Philadelphia Inquirer—George J. Brennan, John M. Cummings; Philadelphia Public Ledger—Thomas F. Healey; Philadelphia Evening Ledger—Alex Gaddes; Philadelphia Bulletin—Warren MacAllen, Walter D. Roos, George I. Fisher; Philadelphia Record—Joseph Barton, Thomas Williams; Pittsburgh Press—Mark Shields; Scranton Times—E. J. Hart; Scranton Republican—Harold Myers; Harrisburg Telegraph—Philip Dodd, Albert H. Stackpole; Harrisburg Patriot—Harold Gordon; General Correspondent—M. H. James.

RHODE ISLAND (Providence)—Providence News—Ralph E. Bailey, David D. Bouchard; Providence Journal & Evening Bulletin—James S. Hart, Gardner Dunton, Stephen A. Greene; Providence Tribune—Martin J. Flaherty, Elizabeth L. Williams, Louis F. Barry; Pawtucket Times—Vernon C. Norton.

SOUTH CAROLINA (Columbia)—Associated Press—Harry Wild Hickey, A. F. Littlejohn; Columbia State—Ralph E. Grier, C. G. Buchanan, Jr.; Charleston News & Courier—C. D. Wortheimer; Greenville News—J. E. Brunson.

SOUTH DAKOTA (Pierre)—Associated Press—K. M. Schroeder, Frank R. Harper; Yankton Press & Dakotan, Huron Huronite, Rapid City Journal—Walter S. Travis; Special Correspondent—James E. Finfrock.

TENNESSEE (Nashville)—Nashville Tennessean—J. E. Rison, Joe Hatcher; Nashville Banner—Stanley Johnson, Charles Moss; Chattanooga Times—Ralph E. Millett; Associated Press—Neil Kinsey, Douglas Varrenfeit, Jas. Cope, Jos. Darling; Memphis Press-Scimitar—Ralph E. Millett; Knoxville News-Sentinel—Robert Cunningham.

TEXAS (Austin)—Dallas News—W. M. Thornton, Barry Bishop; Associated Press—William White, L. B. Dilbeck; United Press—Gordon Shearer; International News Service—Sam Johnson; Houston Post-Dispatch—Ed. Kilman; San Antonio Evening News & Express—Ed. S. Newton; Houston Chronicle, Fort Worth Star-Telegram—J. A. Fernandez; Fort Worth Star-Telegram—B. C. Utecht—Houston Chronicle—C. D. Waide.

UTAH (Salt Lake City)—Salt Lake Telegram—Albert F. Philips; Salt Lake Tribune—George Sutherland; Salt Lake Deseret News—B. H. Robinson.

VERMONT (Montpelier)—Vermont Press Bureau, Burlington—Edward F. Crane, Paul C. Howe; Vermont Press Bureau, Montpelier—R. F. Wells; Montpelier Argus, Montpelier—L. A. Kelty.

VIRGINIA (Richmond)—Associated Press—Frank Fuller; Richmond News Leader—Roy C. Flannagan, R. L. C. Barrett, J. A. Carter; Richmond Times-Dispatch—Horace Hawkins, William B. Southall; Norfolk Ledger-Dispatch—G. W. Lineweaver, Frank Pace; Baltimore Sun—W. A. Biggs.

WASHINGTON (Olympia)—Associated Press—E. Q. Anderson, Frank G. Corrie; Olympia Daily Olympian—Clayton V. Bernhard, J. L. Burton Lewis; Seattle Times—James DeK. Brown, William H. Curry; Seattle Post-Intelligencer—Marie Rowe Dunbar, E. B. Fussell; Seattle Star—Ray W. Felton; General Correspondent—M. M. Mattison, Richard Hamilton; Tacoma Daily Ledger—Lester M. Hunt; Tacoma News-Tribune—George A. Miller; Spokane Spokesman-Review—R. A. Seelig; Portland Oregonian—James A. Wood.

WEST VIRGINIA (Charleston)—Charleston Daily Mail—Robert H. Horner, Lawrence Edmund Allen; Charleston Gazette—Robert G. Murphy, Clyde H. East; Wheeling Intelligencer—Calvert L. Estill; Huntington Herald-Dispatch—Wyatt H. Smith; Cincinnati Enquirer—Charles S. Barnette; Associated Press—L. U. Leslie; Huntington Advertiser—James W. Wier.

WISCONSIN (Madison)—Holmes News Service—Edward N. Hein, Fred L. Holmes; Madison Wisconsin State Journal—J. Winter Everett; Anderson's Madison Service—William J. Anderson; Milwaukee Wisconsin News—Harry Croy; Eau Claire Telegram & New York Times—William P. Welch; Associated Press—Richard L. Spry; United Press—Richard Tormey; Port Washington Star & Wisconsin Statesman—A. D. Bolens; Madison Capital Times—Erwin H. Voigt; Wisconsin Farmer—A. O. Barton; Milwaukee Sentinel—Edward T. Kaveny; Milwaukee Journal—J. C. Ralston; Fred C. Sheasby; Wisconsin Medical Journal—George Crownhart; Madison Capital Times—William T. Evjue, Brynelly Griffiths, Al Willoughby; Associated Press—O. W. Fifer, E. M. Shunk, R. L. Spry; Madison Wisconsin State Journal, Carson F. Lyman, Russell B. Pyre; Milwaukee Journal—Fred C. Sheasby.

NEW YORK CORRESPONDENTS —OUT-OF-TOWN NEWSPAPERS

Baltimore Sun—D. L. Fleming, 225 W. 40th St.
Boston Globe—A. M. Kemp, 63 Park Row.
Boston Herald—Robert Sill, Times Annex.
Chicago Tribune—Perley Boone, Times Annex.
Chicago Daily News—William Fort, 475 Fifth Ave.
Chicago Journal of Commerce—J. B. Young, 225 W. 40th St.
Cincinnati Enquirer—J. C. Muma, 47 W. 34th St.
Cleveland Plain Dealer—L. S. Horne, Knickerbocker Bldg.
Detroit News—L. Y. Stevenson, 152 W. 42nd St.
Milwaukee Journal—A. D. Gannon, Times Annex.
Montreal Gazette & Toronto Globe—R. H. Hairston, Times Annex.
Montreal Star—Clifford Baker, World Bldg.
New Orleans Times Picayune—Marion J. Pike, Daily News.
Philadelphia Inquirer—R. P. Lowry, Herald Tribune.
Philadelphia Public Ledger—D. E. Creary, 75 West St.
Pittsburgh Post Gazette—Wm. Dressler, Times Annex.
St. Louis Globe-Democrat—C. G. Kaufman, Times Annex.
St. Louis Post Dispatch—E. L. Mockler, 63 Park Row.
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Florida Press Association.—L. R. Smith, Lake Worth (Fla.) Herald, president; R. J. Holly, Florida Utility News, Sanford, Fla., secretary.

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Maine Press Association.—Charles F. Mann, Lisbon (Me.) Enterprise, president; Samuel B. Erskine, Lincoln County News, vice-president; Ora L. Evans, Piscataquis Observer, Dover-Foxcroft, secretary and treasurer.

Massachusetts Press Association, Inc.—Walter D. Allen, Brookline (Mass.) Chronicle, president; Charles E. Hadley, Lexington (Mass.) Times-Minute Man, secretary.

Minnesota Editorial Association.—J. V. Weber, Slayton Murray County Herald, president; Sam Haislet, 441 Nicollet Hotel, Minneapolis, field secretary.

Minnesota Seventh District Editorial Association.—L. A. Kaecher, Ortonville (Minn.) Independent, president.

Missouri Press Association.—Harry Denman, Farmington News, president; Mrs. W. B. Midyette, Mt. Washington News, secretary.

Morning Newspaper Publishers' Association.—A. Schaefer, Fort Wayne Journal-Gazette, president; E. J. Treffinger, Richmond Item, secretary.

Midwest Circulation Managers Association.—Roy F. Bailey, Salina (Kan.) Journal, president; G. V. Allen, Wichita (Kan.) Beacon, vice-president; G. R. Boyd, Independence (Kan.) Examiner, secretary-treasurer.

Midwest Newspaper Advertising Managers Association.—Steve Kelton, advertising manager Houston Chronicle, president; Roy F. Bailey, Salina (Kan.) Journal, vice-president; Sam Gerhart, Ft. Smith Southwest American, secretary.

Montana Press Association.—Joseph Gehrett, Laurel (Mont.) Outlook, president; R. G. Linebarger, Havre News-Promotor, first vice-president; H. Stanley Thurston, publisher Judith Basin Press, secretary-treasurer.

Missouri Associated Dailies.—James Todd, Maryville Democrat-Forum, president; Frank Briggs, Macon Chronicle-Herald, vice-president; L. M. White, Mexico Ledger, secretary-treasurer.

National Editorial Association.—Charles M. Meredith, Quakertown (Pa.) Free Press, president; H. C. Hotaling, 622-24 Merchants National Bank, St. Paul, Minn., executive secretary.

National Publishers' Association, Inc.—Arthur J. Baldwin, 220 Fifth Ave., New York, president; Francis L. Wurzburg, secretary; George C. Lucas, executive secretary.

National Press Club Post of the American Legion, Washington, D. C.—William C. Murphy, The United States Daily, president.

Nebraska Press Association.—H. D. Leggett, Ord, Neb., president; Ole Buck, 171 Lindell Hotel, Lincoln, Neb., secretary and manager.

New Bedford (Mass.) Advertising Club.—Charles T. Smith, president.

New England Association of Circulation Managers.—James Hennessey, Fall River (Mass.) Globe, president; Louis Hammond, Jr., Boston Transcript, secretary.

New England Press Association.—Walter D. Allen, publisher, Brookline (Mass.) Chronicle, president.

New Hampshire Weekly Publishers' Association.—A. G. Hazeltine, Woodsville, N. H., president; Arthur B. Rotch, Milford, N. H., secretary.

Newspaper Group of Special Libraries Association.—Miss Agnes J. Petersen, Milwaukee Journal, chairman.

Newspaper Representatives' Association of Chicago.—Fred F. Parsons, 360 N. Michigan Ave., Chicago, Ill., president; Berry Stevens, 360 N. Michigan Ave., Chicago, Ill., secretary.

Newspaper Men's Club of Memphis.—J. C. Caruthers, Memphis Commercial-Appeal, president; G. M. McCormick, Commercial-Appeal, secretary.

Newswriter's Union of Scranton, Pa.—Martin Hayes, president.

New York Automobile Editors' Association.—Duncan Curry, of the New York American, president.

Newspaper Group of Special Libraries Association.—Miss Agnes J. Petersen, chairman, librarian, Milwaukee Journal; Miss Marie Anne E. Walker, secretary-treasurer, librarian, New York Times.

New England Daily Newspaper Association.—Robert L. Wright, Haverhill (Mass.) Gazette, president; Howard C. Rice, Brattleboro (Vt.) Reformer, vice-president; James M. Langley, Concord (N. H.) Monitor, secretary (re-elected), and Charles L. Fuller, Brockton (Mass.) Enterprise, treasurer (re-elected).

New Jersey Press Association.—Edmund H. Carpenter, Woodbridge, president; J. Logan Clevenger, Perth Amboy News, vice-president; Fred W. Clift, Summit Herald & Recorder, secretary; W. B. R. Mason, Bound Brook Chronicle, treasurer.

New York Press Club.—Paul Block, Paul Block, Inc., New York, president; George F. Dobson, New York Evening Post, vice-president; Martin Green, New York Evening World, second vice-president; Joseph A. Durkin, New York Evening Journal, recording secretary; John S. Wagner, Bronx Home News, treasurer; Gavin Dhu High, New York Evening Sun, financial secretary; Caleb H. Redfern, corresponding secretary; Clarence E. Sweezey, Suffolk (N. Y.) Bulletin, librarian.

New York Ship News Reporters' Association.—John H. Regan, New York City News Association, president; John T. Parker, Jr., the World, treasurer; Jacob Kirschenbaum, Jewish Morning Journal, secretary.

Newspaper Men's Golf Association of Boston.—Daniel J. McGuiness, president; Nick Flatley, vice-president; Thomas B. Forsyth, secretary; Henry T. Claus, treasurer.

New York City News Association.—Andrew W. Ford, president; William P. Beazell, vice-president; Howard E. Sands, secretary; William G. Henderson, treasurer-manager.

New York Newspaper Club.—Denis T. Lynch, New York Herald Tribune, president; Louis H. Fehr, first vice-president; Joseph L. Cohn, second vice-president; Frank E. Perley, treasurer; James C. Dalton, recording secretary; Leslie H. Allen, corresponding secretary.

New York State Circulation Managers Association.—George Erb, Jr., Buffalo News, president; William F. Baldwin, New York World, and Frank J. Clancey, Buffalo Courier Express, vice-presidents; Alfred W. Cockerill, Utica Press, secretary-treasurer. F. S. Ohrt, A. Newman, New York Post; Glen England, Johnstown Leader Republican, and Louis Gautier, New York Morning Telegraph, directors.

New York State Publishers Association.—Frank E. Gannet, president, Rochester Times-Union; Charles H. Congdon, secretary, Watertown (N. Y.) Times; Gardiner Kline, treasurer, Amsterdam (N. Y.) Recorder.

Northeast Nebraska Editorial Association.—H. D. Pont, Stanton, vice-president; J. P. O'Furey, secretary-treasurer, Hartington.

Northeast Texas Press Association. — Sam Fryar, Clarksville Times, president; Sam Holloway, Deport Times, vice-president; Lon Boynton, Lamar County Echo, secretary.

Northern Minnesota Editorial Association.—Paul Kinne, Alexandria Citizen-News, president; A. G. Rutledge, secretary.

North Carolina Press Association.—A. L. Stockton, Greensboro (N. C.) Daily News, president; Miss Beatrice Cobb, Morganton (N. C.) News-Herald, secretary; B. Arp Lowrance, 32 S. College St., Charlotte, field manager.

North Dakota Press Association.—George P. Collins, Carrington (N. D.) Independent, president; M. I. Forkner, Langdon, N. D., secretary.

North Louisiana Press Association.—C. E. Faulk, publisher of the Monroe News-Star, president.

Northeast Missouri Press Association.—W. C. Hewitt, Shelby County Herald, president; Don Sosey, Palmyra Spectator, secretary.

Northern Minnesota Editorial Association.—J. Paul Kinney, Alexandria (Minn.) Citizen News, president.

Northern New York Press Association.—F. D. Corse, Sandy Creek (N. Y.) News, president.

Northeast Nebraska Editorial Association.—J. P. O'Furey, Hartington, Cedar County News, secretary-treasurer.

Ohio Newspaper Association.—Raymond B. Howard, London (O.), president.

Ohio State Circulation Managers Association.—President, W. R. Rauck, Cincinnati Post; vice-president, George Rohn, Ohio Farmer, Cleveland; secretary-treasurer, Glenn L. Cox, Dayton Daily News. Board of directors: John Spencer, Newark Advocate; R. F. Corcoran, Lima News; W. B. Johnson, Athens Messenger.

Central District, Ohio Newspaper Association.—Prof. O. C. Hooper, Ohio State U., president.

Oklahoma Press Association.—C. S. Storms, Waurika (Okla.) News Democrat, president; N. A. Nichols, El Reno, Okla., secretary.

Ozark Press Association.—Philip Coldren, Joplin (Mo.) Globe, president; Don C. White, Crane (Mo.) Chronicle, vice-president; Mary Stafford Hilburn, Webb City, Mo., secretary; Bert E. Woolsey, Ash Grove (Mo.) Commonwealth, treasurer.

Orlando (Fla.) and Orange County Advertising Club.—John Masek, president.

Oregon Newspaper Conference.—Ralph R. Cronise, Albany (Ore.) Democrat-Herald, president; George Turnbull, School of Journalism, University of Oregon, Eugene, secretary.

Oakland (Cal.) Press Club.—George W. Chambers, Oakland Tribune, president; Joseph Murphy, Oakland Tribune, vice-president; Ernest Allen, San Francisco Chronicle, secretary; John Walbridge, Oakland Post-Inquirer, treasurer.

Panhandle Press Association.—Oran Kelly, Spearman, Tex., president; C. W. Warwick, Canyon, Tex., secretary.

Parliamentary Press Gallery.—F. C. Mears, Ottawa, president; H. M. Marchington, Press Gallery, Ottawa, secretary.

Pennsylvania Newspapers Publishers Association.—Paul R. Eyerly, Bloomsburg Morning Press, president; William D. Fish, vice-president; Howard Reynolds, secretary-treasurer.

Pittsburgh Press Club.—Grafton Duvall, president.

Press Club of Chicago.—Henry W. Lee Calumet Record, South Chicago, president.

Press League of Berks and Montgomery Counties, Pa.—President, John W. Sprenkle, Perkasie News.

Press Photographers Association of Boston.—Lester R. MacLellan, Boston Advertiser, Winthrop Square, Boston, Mass., president.

Pennsylvania Legislative Correspondents Association.—John M. Cummings, of the Philadelphia Inquirer, president; James B. Sansom, Pittsburgh Post, vice-president; Charles G. Miller, Harrisburg Evening News, secretary; Harold Myers, the Republican, Scranton, treasurer, and Mark Shields, Pittsburgh Press, sergeant-at-arms.

Quarter Century Association of the New York World.—Isaac Deforest White, 63 Park Row, president; Edward Weisman, 63 Park Row, secretary.

Roanoke (Va.) Advertising Club.—J. H. Hood, Hancock-Clay Company, president; R. P. Jordan, vice-president; Glenn Baylor, secretary-treasurer.

Rhode Island Press Club.—William W. Lyon, 605 Public St., Providence, president; Edward F. Sibley, Box 1127, Providence, corresponding secretary; Edwin A. Noyes, Wickford, R. I., recording secretary.

Richmond Advertising Club.—Littleton Fitzgerald, advertising manager of the American National Bank and American Trust Company, president.

Seattle Press Club.—Ray W. Felton, managing editor of the Seattle Star, president.

Sioux City Advertising Club.—Norman W. Hampton, Morningside News, president.

South Texas Press Association.—H. P. Horuby, Uvalde Leader-News, president; Ray Carney, Robstown Record, vice-president; Fred Herndon, San Antonio, secretary; Charles Davis, San Antonio, treasurer.

Sphinx Club.—R. F. R. Huntsman, Woolworth Tower, New York City, president; Roger J. O'Donnell, Woolworth Tower, New York City, secretary.

Southern Newspaper Publishers Association.—Col. Robert Ewing, publisher, New Orleans States, president; John A. Park, Raleigh Times, chairman of the board; Walter C. Johnson, Chattanooga News, treasurer; Capt. Cranston Williams, secretary-manager. Board of Directors: Alabama—Victor H. Hanson, Birmingham News; Arkansas—J. S. Parks, Fort Smith Times-Record; Florida—Herbert Felkel, St. Augustine Record; Georgia—John A. Brice, Atlanta Journal; Kentucky—H. Giovannoli, Lexington Leader; Oklahoma—E. K. Gaylord, Oklahoma City Oklahoman; South Carolina—B. H. Peace, Greenville News; Texas—M. E. Foster, Houston Press; Virginia—J. P. Fishburn, Roanoke Times and World-News; West Virginia—H. I. Schott, Bluefield Telegram.

South Florida Press Association.—Carl B. Taylor, Dade City, president; Mrs. George Killer, Mount Dora, secretary.

Southeast Missouri Press Association. Alden Pinney, publisher of the Benton Scott County Democrat, president.

Suburban Press Club of the Oranges and Maplewood, N. J.—Frank Jay Morris, Consolidated News Service, East Orange, president.

Texas Circulation Managers Association.—E. C. Davis, Beaumont (Tex.) Enterprise & Journal, president; H. E. Murphree, Houston Chronicle, secretary.

Texas Daily Press League, Inc.—J. L. Greer, Denison Herald, chairman; Lowry Martin, Corsicana Daily Sun, secretary, S. W. Papert, Dallas, Tex., Manager.

Texas Editorial Association.—Ben F. Harigel of LaGrange, president.

Texas Newspaper Publishers' Association.—J. L. Mapes, Beaumont (Tex.) Enterprise, president; A. E. Clarkson, Houston Post-Dispatch, special commissioner; G. J. Palmer, Houston Chronicle, secretary.

Texas Press Association.—E. A. Carlock, Paducah, president; Sam P. Harben, Richardson, secretary; Ben Harigel, La Grange, treasurer.

Third District Republican Editorial Association of Kansas.—T. Thompson, Howard Courant, president.

Troy (N. Y.) Press Club.—Alton T. Slater, of the Troy Evening Record, president.

Texas Women's Press Association.—Mrs. W. R. Potter, Bowie, president.

Tri-State Editorial Association.—H. N. Wagner, Homer (Neb.) Star, president; Deloss Hall, Kennebec (S. D.) Leader, vice-president; Carl Sturges, Correctionville (Ia.) News, secretary; W. E. Patterson, Smithland (Ia.) Tribune, treasurer.

Ventura County (Cal.) Publishers Association.—J. J. Krouser, Oxnard (Cal.) Courier, president; Leo A. Smith, Santa Paula Chronicle, secretary.

Victoria Press Club.—F. J. Merriman, Victoria (B. C.) Daily Times, president; V. Benrodt, Victoria (B. C.) Daily Colonist, secretary.

Virginia League Baseball Writers' Association.—Sam T. Potts, Norfolk Virginian-Pilot, president; Tom Hanes, Norfolk Ledger-Dispatch, secretary.

Virginia Press Association.—J. A. Whitman, Wytheville, Va., president; C. L. Weymouth, Ashland, Va., secretary; Geo. O. Greene, Clifton Forge, Va., treasurer.

Virginia Press Association.—John A. Whitman, Wytheville Southwest Virginia Enterprise, president; C. L. Weymouth, Ashland Herald Progress, secretary; George O. Green, Clifton Forge Review, treasurer.

Vermont Press Association.—F. A. Hunt, Newport, Vt., president; May E. Priest, Randolph, Vt., secretary.

West Virginia Journalism Conference.—Edward D. Woodyard, president; H. S. Whetsell, Kingwood Preston County Republican, vice-president; S. S. Buzzerd, Morgan Messenger, secretary-treasurer.

Washington Press Association, Group 3.—Virgil Sproull, editor, Prosser Record-Bulletin, president; Hill Williams, editor, Pasco Herald, secretary.

Washington Press Association.—S. W. Lewis, Linden, Wash., president; Roy Rosenthal, Seattle University District Herald, secretary.

Western New York Newspaper Publishers Association.—Merritt M. Landon, Bath (N. Y.) Steuben County Advocate, president; E. M. Blossom, Brockport Republic & Democrat, secretary-treasurer.

West Texas Press Association.—Luther Watson, Sweetwater (Tex.) News, president; W. E. Reid, Colorado Record, secretary.

West Virginia Publishers & Employing Printers' Association.—W. Guy Tetrick, Clarksburg (W. Va.) Exponent, president; Wm. W. McCue, Huntington, W. Va., secretary; James W. Weir, Elkins, W. Va., field secretary.

Western Daily Newspaper Advertising Managers' Association.—W. Patterson, Victoria (B. C.) Times, president; O. L. Spencer, Calgary (Alta) Herald, secretary-treasurer.

White House Correspondents Association.—John Lambert, Universal Service, president; Roger Cortesi, Associated Press, vice-president; Oliver B. Lerch, secretary-treasurer.

Wilmington Press Club.—Harris Samonisky, secretary.

Wisconsin Press Association.—John A. Kuypers, DePere (Wis.) Journal-Democrat, president; Louis H. Zimmerman, Burlington, Wis., secretary.

FLORIDA

A Great, Growing Market

Florida is a great state, the second largest, east of the Mississippi, nearly as large as the six New England states combined—a state which, according to reliable authorities, is capable of supporting a population of fifteen million.

Florida is developing, building, growing. Cities are being made. Population is coming into the state at an astonishing rate. Forests are being cleared and low lands are being drained—to be converted into fertile farm lands. More railroad track is being laid in Florida than in any other state. Splendid roads are being built. Homes, hotels, schools, churches, business buildings are being constructed on a scale that is almost beyond belief.

The development of Florida requires materials and equipment from outside. That means business for producers and manufacturers all over America.

Florida now has nearly 1,500,000 resident year-round population. Every winter it entertains approximately an equal number of tourists. All these people have buying power above the average, and make up an important year-round market for all the products needed in the upbuilding of a great land and for all the requirements of every-day life. It offers in addition a tremendous winter market for summer products.

To Cover Florida Economically—

The Associated Dailies of Florida cover this great market more completely and at lower cost than any other medium. This Association includes nearly all the daily newspapers of the state and represents a combined circulation of considerably more than 200,000.

By using the Associated Dailies, the advertiser
—can reach all of Florida at lowest cost;
—can adapt his message to climatic conditions;
—can specialize his copy appeal to Florida needs.

One other point to remember: the advertiser can use all of the Associated Dailies or any one of them.

Following is a list of the members of the Associated Dailies of Florida. For complete information regarding rates, circulation and other data, address the particular publications that interest you or consult Standard Rate and Data Service.

The ASSOCIATED DAILIES of Florida

DeLand Daily News
Fort Myers Press
Fort Myers Tropical News
Jacksonville Journal
Lakeland Star-Telegram
Miami Herald
New Smyrna News
Orlando Sentinel
Palm Beach News
Palm Beach Post
Pensacola News-Journal
St. Augustine Record
St. Petersburg Independent
St. Petersburg Times
Sanford Times
Tampa Times
Tampa Tribune

DIRECTORY OF MEMBERS INTERNATIONAL ADVERTISING ASSOCIATION

Arkansas

Advertising Club of Little Rock:—Pres., E. J. Herndon, Arkansas Democrat, 617 Main St.; Sec., Mrs. Joseph Brewczynski, S. M. Brooks Adv. Agency, 816 Boyle Bldg.; Program Chairman, Miss Minnie Buzbee, American Southern Trust Co., 3rd and Main Sts.

Advertising Club of Pine Bluff:—Pres., Walter H. Adams, Adams Printing Co., 109 Main St.; Sec., Mrs. Annie O. Smart, Union Central Life Insurance Co., Box 10; Program Chairman, B. W. Benton, Benton-Miller Oil Co., National Bank Bldg.

California

Advertising Club of Fresno:—Pres., Robert G. Bekins, Bekins Van & Storage Co.; Sec., Miss Frances E. Pratt, Wilson Theatre; Program Chairman, L. H. LaRash, Fresno Bee.

Advertising Club of Long Beach, 130 West Ocean Blvd.—Pres., J. Oliver Brison, 1888 Gaviota Ave.; Sec., Walter E. Mellinger, 130 West Ocean Blvd.; Program Chairman, James A. Evans, Carle L. Williams Co., 131 East 1st St.

Advertising Club of Los Angeles, 301 Edwards & Wilder Bldg.—Pres., Paul S. Armstrong, California Fruit Growers Exchange, Box 530, Station "C"; Managing Director, Donald K. Thomas, Advertising Club of Los Angeles; Program Chairman, Emery E. Olson, 1307 Transportation Bldg.

Los Angeles Advertising Assn. (Women's Club):—Pres., Mrs. Josephine Wice, University of Southern California; Sec., Nancy Baker Tompkins.

Advertising Club of Modesto:—Pres., Wes. Hewitt, Stanislaus Auto Supply Co.; Sec., K. W. Pike, Bradt and Pike Advertising Service, 914 11th St.; Program Chairman, Lon Cleaveland, Cleaveland Outdoor Advertising Co.

Advertising Club of Oakland, 1605 Tribune Tower. (Address officers at club headquarters): —Pres., George B. Furniss, Pacific Gas & Elec. Co.; Sec., John L. Reith; Program Chairman, Arthur E. Kinney, Oakland Calif. Towel Co.

The Stanford Advertising Club of Palo Alto:—Pres., George A. Montell, Palo Alto Furniture Co.; Sec., J. Paul Moore, Palo Alto Times; Program Chairman, Fred Snider, Palo Alto Furniture Co.

Advertising Club of Pasadena, Box 537 Station B. (Address officers in care of club, Box 537, Station B):—Pres., David McLaren, McLaren Body Works, Inc.; Sec., Charles E. Sydnor; Program Chairman, address secretary.

Advertising Club of Sacramento, 800 Capital Natl. Bank Bldg.—Pres., Charles H. Farrell, Sacramento Bee, 915 Seventh St.; Sec., H. W. Leonard, Circular Letter Co., 800 Capital Nat'l Bank Bldg.; Program Chairman, address President.

Advertising Club of San Bernardino:—Pres., Albert D. Stetson, West Coast Theatre; Sec., Douglas Shaw, 468 Fifth St.

Advertising Club of San Diego, 512 Southern Title Bldg.:—Pres., J. D. Smith, Smith, Goodbody & Dunn, 1365 Third St.; Exec. Sec., Miss Cecile Keith, 512 Southern Title Bldg.; Program Chairman, Harry Faraday, Faraday & Reilly, 402 California Bldg.

Advertising Club of San Francisco, 74 New Montgomery St. (Address officers at club headquarters):—Pres., Dwight W. Jennings, Lord & Thomas & Logan; Exec. Sec., Miss Florence Gardner, Advertising Club of San Francisco; Program Chairman, Joseph H. Wadsworth, D'Evelyn & Wadsworth.

Advertising Club of Stockton:—Pres., Irving Martin, Jr., Record Publishing Co.; Sec., Laurance N. Pease, Stockton High School. Program Chairman, address the Secretary.

Colorado

Advertising Club of Boulder:—Pres., F. E. J. Ronsboldt, 1920—12th St.; Sec., L. M. Drake, Drake-Kinney Advertising Agency, 210 1st Nat'l Bank Bldg. Program Chairman, address the Secretary.

Advertising Club of Colorado Springs:—Pres., F. E. Little, Vorhes Shoe Co., 22 South Tejon St.; Sec., H. L. Snow, H. L. Standley Co., 224 North Tejon St. Program Chairman, address the Secretary.

Advertising Club of Denver:—Pres., Joseph E. Moorhead, Mountain States Telephone & Telegraph Co., 800 Fourteenth St.; Sec., John L. Jenkins, The Bunge-Emerson Co., 2235 Arapahoe St. Program Chairman, R. Merrit Baker, General Outdoor Advg. Co., 1940 Curtis St.

Advertising Club of Greeley:—Pres., Albert C. Clough, 814 9th St.; Sec., J. E. Looney, Box 1302. Program Chairman, C. T. Ahlstrand, 806 9th St.

Advertising Club of Pueblo:—Pres., E. C. Porter, S. Colorado Power Co.; Sec., Miss Margaret Annis, The Pueblo Tent & Awning Co., Inc. Program Chairman, A. D. Curtis, Nuckolls' Packing Co.

Connecticut

Advertising Club of Bridgeport:—Pres., Edwin J. Enoch, Jr., Weidlich Bros. Mfg. Co., 1313 Connecticut Ave.; Sec., Miss Lura E. Abell, 62 Rowsley St. Program Chairman, address the Secretary.

Advertising Club of Danbury:—Pres., Frank W. Hanson, Heim's Music Store, 221 Main St.; Sec., Harold J. DePuy, Danbury News. Program Chairman, R. F. Foster, 244 Main St.

Advertising Club of Hartford:—Pres., A. W. Spaulding, Hartford Fire Insurance Co.; Sec., Howard C. Wilson, Howard C. Wilson & Associates, Inc., 410 Asylum St. Program Chairman, address the President.

Advertising Club of New Haven:—Pres., Michael H. Wren, Journal-Courier; Sec., Arthur Geary, New Haven Register. Program Chairman, James W. Chow, Journal-Courier.

Advertising Club of Waterbury, 7 Field St.—Pres., I. B. Myers, Republican-American; Sec., Miss Helen M. Hurley, Chamber of Commerce, 7 Field St. Program Chairman, Merritt Horner, Connecticut Light & Power Co., West Main St.

Delaware

Advertising Club of Wilmington:—Pres., Walter J. Farrell, Hesslers Inc., 3rd & Orange Sts.; Sec., E. M. Barsham, 2503 Madison St. Program Chairman, address the Secretary.

District of Columbia

Advertising Club of Washington:—Pres., Norman C. Kal, Kal-Williams Advertising Co., Earle Bldg.; Sec., Miss M. L. Sitgreaves, Sitgreaves Advertising, 309 Star Bldg. Program Chairman, Allen DeFord, Merchandise Brokers, 925 Fifteenth St., N. W.

Florida

Advertising Club of Arcadia:—Pres., Pat LeMoyne, A. C. L. Ry.; Sec., Fred S. Rude. Program Chairman, L. E. Eigle.

Advertising Club of Daytona Beach:—Pres., Walter J. Pickering, Francis Pickering Co., 114 South Beach St. Program Chairman, address the President.

Advertising Club of Miami, Hotel Alcazar, Bay Shore Blvd. (Address officers at club headquarters):—Pres., R. M. Erdmann; Ex. Sec., Lou Conant, 304 Hotel Alcazar. Program Chairman, Dave W. Webb, Handy-Andy Corp.

Orlando and Orange County Advertising Club:—Pres., John Masek, Orlando Realty Board, Box 433; Sec., William R. Mandelcorn, Box 433. Program Chairman, Frank T. Hastings, Orlando Morning Sentinel.

Advertising Club of Palm Beach:—Pres., Gus Jordahn, Gus's Baths; Sec., Charles W. Shearman, Merchants Association, 210 Guaranty Bldg. Program Chairman, address the Secretary.

Advertising Club of St. Petersburg:—Pres., Sidney A. Linnekin, Central National Bank & Trust Co., 400 Central Ave.; Sec., Frank L. Cooke, Cashwell-Cooke, 824 Merrell Ave. Program Chairman, W. R. Cashwell, Cashwell-Cooke, 824 Merrell Ave.

Hawaii

Honolulu Advertising Club, Alexander Young Hotel:—Pres., George Mellen, Mellen Associates, 412 Kaulkeolani Bldg.; Sec.-Treas., Henry Bredhoff, Hawaii Film Supply Co., Beretania St. near Fort St. Program Chairman, William B. McLean, Hawaii Tourist Bureau, 828 Fort St.

Idaho

Advertising Club of Boise, Owyhee Hotel:—Pres., Ralph York, Syms-York Co.; Sec., Frederick Bartlett, Statesman Printing Co.

Illinois

Advertising Club of Aurora:—Pres., Charles W. Hoefer, Beacon Publishing Co., 40 Main St.; Sec., John M. Strotz, The Strathmore Co., 147 Fox St. Program Chairman, William F. Hitchcock, Aurora Letter Advertising Co., Mercantile Block.

Advertising Club of Champaign:—Pres., E. E. Stafford, Illinois Union Bldg.; Sec., R. O. Buckner. Program Chairman, H. B. Gates, W. Lewis & Co.

Advertising Council of Chicago Association of Commerce, Room 501, 10 S. LaSalle St. (Address officers at club headquarters):—Pres., Homer J. Buckley, Buckley, Dement & Co.; Ex. Sec., Paul S. Van Auken, Room 501, 10 S. La Salle St. Program Chairman, W. Frank McClure, Albert Frank & Co.

Women's Advertising Club of Chicago:—Pres., Miss Lois Donaldson, Laidlaw Brothers, 2001 Calumet Ave. Sec., Miss Dorothy M. Ferrel, Tallman, Robbins & Co., 314 W. Superior St. Program Chairman, Mrs. Camille Lange Kilgore, Henry G. Lange Machine Works, 150 N. May St.

Advertising & Sales Club of Joliet:—Pres., Raymond Schultz, Gerlach-Barklow Company; Sec., George Comerford, Joliet Macaroni Company. Program Chairman, address the President.

Advertising & Selling Club of Peoria:—Pres., B. W. Post, 329 S. Adams St.; Sec., Howard B. Martin, J. D. Rowell Co., Oak & Worthington Sts. Program Chairman, John F. Fellay, Mace Advertising Agency, Lehmann Bldg.

Indiana

Advertisers' Club of Anderson:—Pres., J. F. Seramur, Stein-Canaday Co.; Sec., R. J. Wilson, Box 46. Program Chairman, K. Wood, Fair Department Store.

Advertising Club of Indianapolis, Room 101 Spink Arms Hotel, 420 North Meridian St.:—Pres., Sydney A. Sullivan, L. S. Ayres & Co., Meridian and Washington Sts.; Sec.-Mgr., Lester C. Nagley, Room 101, Spink Arms Hotel. Program Chairman, address the Secretary.

Advertising Club of Lafayette:—Pres., Roger Wood, Graphic-Craft Advertising, 522 Chestnut St.; Sec., Gus Ens, Jr., Meigs Optical Co., 430 Main St. Program Chairman, address the President.

Advertising Club of Muncie:—Pres., E. B. Brooks, Delaware Engraving Co.; Sec., C. Cree Gable, C. Cree Gable Furniture Co. Program Chairman, address the President.

Iowa

Advertising Club of Cedar Rapids:—Pres., O. K. Burrows, J. G. Cherry Co.; Sec., Harry Corot, Jones Luberger Pratt Co. Program

(Continued on page 228)

Democrat and Chronicle
ROCHESTER, N. Y.

Leading in 1927 Automobile Advertising

WITH the greatest automobile display lineage in its history the Rochester Democrat & Chronicle carried an automobile display advertising volume in 1927 far in excess of any other daily or Sunday newspaper's automobile lineage in Rochester.

More than 1,000,000 Lines

This decisive achievement by one of the country's great automobile advertising mediums—*more than* 1,000,000 *lines in one year*—should serve as a definite guide to every investor in advertising space.

Enlist the Help of This Winner

Manufacturers, distributors and dealers of motor cars and accessories who have entered the great 1928 race will do well to enlist the help of this 1927 winner—the Rochester Democrat & Chronicle.

For *any* advertiser who desires to sell the Metropolitan Rochester Trading Territory thoroughly at the lowest possible cost the Democrat & Chronicle is the answer.

DAILY CIRCULATION—in excess of 83,000
SUNDAY CIRCULATION—in excess of 90,000

Democrat and Chronicle
ROCHESTER, N. Y.

LEADS IN ADVERTISING
LEADS IN CIRCULATION
LEADS IN R-E-S-U-L-T-S

PAUL BLOCK, INC., Special Representative

New York Office—247 Park Ave. Chicago Office—Century Building
Boston Office—Little Building Detroit Office—General Motors Bldg.
Philadelphia Office—Guarantee Trust Building

CLUBS AFFILIATED WITH I. A. A.

(Continued from page 226)

Chairman, J. M. Ford, Three Minute Cereal Co.

Advertising Club of Davenport:—Pres., L. M. Turnbull, Daily Times; Sec., Edgar Twamley, Radiophone Station WOC. Program Chairman, Ed Schmidt, Schmidt Music Co.

Advertising Club of Des Moines:—Pres., Dick M. Vawter, Dry Goods Merchants Trade Journal, 725 Grand Ave.; Sec., A. W. Little, D. E. Moon Printing & Engraving Co., 702 Mulberry St. Program Chairman, J. C. Neal, Younker Bros., Inc., Seventh and Walnut Sts.

Advertising Club of Mason City:—Pres., George H. Harrer, Jacob E. Decker & Sons, 320 Fifteenth St., N.E.; Sec., M. F. Miller, Standard Oil Co. Program Chairman, Lee P. Loomis, Mason City Globe-Gazette Publishing Co.

Advertising Club of Muscatine:—Pres., George W. Meerdink, 217 East Second St.; Sec., James T. Pound, 101-103 West Second St. Program Chairman, J. A. Davidson, 305-307 Iowa Ave.

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(Continued on page 230)

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	Advertiser	2nd Paper
Local	3,912,074 Lines	3,032,680 Lines
National	1,558,242 "	1,035,174 "
Classified	503,720 "	269,122 "
Total for year 1927	5,974,036 Lines	4,336,976 Lines

Advertiser's Lead Over 2nd Paper

1,637,060 Lines

Net Paid Circulation

19,107 Daily. 24,853 Sunday. Audit Report 12 months ending March 31, 1927

National Representatives

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Laboratories:

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NEW YORK

CLUBS AFFILIATED WITH I. A. A.

(*Continued from page 228*)

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(*Continued on page 231*)

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(Continued from page 230)

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Birmingham.—Advertising Club of Birmingham:—Pres., Gilbert C. Vyle, Esq., W. & T. Avery, Ltd., Soho Foundry, Smethwick; Sec., J. A. Stead, Esq., 145 Poplar Ave., Edgbaston.

Bradford.—Publicity Club of Bradford:—Pres., G. H. Leeson, Lendum House, Manningham; Sec., H. Wilde, Ings View, Baildon.

Hull.—Advertising Club of Hull:—Pres., Robert R. Hedley, Eastern Morning & Hull News Co., Ltd.; Sec., J. W. Rowbottom, Morison's Advertising Agency, Ltd., Albion St.

Leeds.—Advertising Club of Leeds:—Pres., Stuart A. Hirst, C. E. Fulford, Ltd.; Sec., F. E. Cook, Yorkshire Evening News.

LONDON

Aldwych Club, 18 Exeter St., Aldwych, W. C. 2, London:—Pres., Sir Charles Cheers Wakefield, Bart, C. B. E., care of Aldwych Club; Sec., Edwin T. Nind, care of Aldwych Club.

British Poster Advertising Association:—Pres., W. Leslie Rockey, Talbot St., Nottingham; Sec., George F. Smith, 31 Great James St., Bedford Row, W.C.1.

Business Research and Management Assn.:—Pres., A. Chadwick, Esq., Amalgamated Publicity Services, Ltd., Publicity House, Bucknall Sts., W.C.2.; Sec., H. A. Abram, Esq., Faudels, Ltd., 36/40, Newgate St., E. C. 1.

Federation of Master Printers & Allied Trades of United Kingdom of Great Britain and Ireland: Pres., J. A. Stembridge, Albion St., Leeds. Sec., A. E. Goodwin, 7-10 Old Bailey, E. C. 4, London.

Federation of Master Process Engravers:—Pres., Andrew Darvagel, 89 Shoe Lane, E. C. 4; Sec., Alfred E. Dent, Room 268, Bank Chambers, 329 High Holborn W. C.

Fleet Street Club:—Pres., E. W. Folkes, Belfast Newsletter, 180 Fleet St., E. C. 4; Sec., Fred W. Slaughter Sheffield Independent, 109 Fleet St., E. C. 4.

Incorporated Sales Managers Assn. of United Kingdom:—Chairman, F. W. Goodenough, Gas Light & Coke Co., Horseferry Road, Westminster, S. W.; Sec., Stanley F. Talbot, General Bldgs., Aldwych.

Incorporated Society of Advertisement Consultants, Clun House, Surrey St. Strand W. C. 2. (Address officers at club headquarters):—Pres., Thomas Russell; Sec., William I. Moss; Program Chairman, the President.

Incorporated Society of British Advertisers:—Pres., W. H. Hartley, 15 Holborn Viaduct; Sec., Alfred H. Angus, Aldwych House, Aldwych, London, W. C. 2.

Institute of Incorporated Practitioners in Advertising, 3-4 Clement's Inn, London, W. C. 2. (Address officers at club headquarters):—Pres., Philip de G. Benson; Sec., C. Anstice Brown.

Periodical, Trade, Press and Weekly Newspaper Proprietors Assn., Ltd.:—Pres., Rt. Hon. Lord Riddell; Sec., E. D. Norton, 6 Bouverie St., Fleet St.

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Publicity Club of London, 112, New Oxford St., W. C. 1. (Adress officers at club headquarters):—Chairman, Commander H. S. H. Ellis, R. N., Imperial Chemical Industries, Ltd.; Sec., Francis Hollings, 112 New Oxford St., W.C.1.; Program Chairman, address chairman.

Manchester.—Regent Advertising Club, 43 Bedford St., Strand:—Pres., Philip Emanuel, Odhams Press, Ltd., 57 Long Acre, W. C.; Sec., Miss Muriel G. Atkins, Regent Advertising Club, 43 Bedford St., Strand.

Thirty Club of London:—Pres., Jack Akerman, "Times"; Sec., H. Saward Baker, 27 Chancery Lane, W. C. 2.

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One Good Roller On Hand Is Worth Three On The Way

A few years ago there was a great need for a non-meltable Roller for use on Newspaper Presses. While there were a number of Rollers on the market that were non-meltable, they did not have the pliable, resilient surface necessary for good, clean presswork. After a great deal of experimenting, the Duplex Roller was perfected. This Roller has all the good qualities of the regular composition Roller, but will not melt from heat or friction, and is not affected by climatic conditions. We are listing below some users of Duplex Rollers.

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Henry Rogowski ..... New York City
Home Talk ..... Brooklyn
Herald Tribune ..... New York City
The Mirror ..... New York City
N. Y. American ..... New York City
Greater Ridgewood News ..... Brooklyn
Corriere de America ..... New York City
Slovak Press ..... New York City
The Independent ..... Skowhegan, Maine
Public Opinion ..... Chambersburg, Pa.
Journal ..... Pottsville, Pa.
Globe ..... Bethlehem, Pa.
News ..... Lebanon, Pa.
Times ..... Reading, Pa.
Star ..... Wilmington, Del.
Every Evening ..... Wilmington, Del.
Times ..... Gettysburg, Pa.
Herald ..... Hanover, Pa.
News ..... Salisbury, Md.
Press Union ..... Atlantic City, N. J.
Trenton Times ..... Trenton, N. J.
News Journal ..... Wilmington, Del.
Easton Express ..... Easton, Pa.
Times ..... Scranton, Pa.
Times Leader ..... Wilkes-Barre, Pa.
Scrantonian ..... Scranton, Pa.
The Sun ..... Baltimore, Md.
The News & American ..... Baltimore, Md.
The Post ..... Baltimore, Md.
The News ..... Washington, D. C.
The Post ..... Washington, D. C.
The Times-Herald ..... Washington, D. C.
The Pathfinder ..... Washington, D. C.
The Times-Dispatch ..... Richmond, Va.
The Daily Progress ..... Petersburg, Va.
The Register-Bee ..... Danville, Va.
The News & Observer ..... Raleigh, N. C.
The Times ..... Raleigh, N. C.
The Star ..... Wilmington, N. C.
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The Star ..... Newark, N. J.

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CLUBS AFFILIATED WITH I. A. A.

(Continued from page 231)

Women's Advertising Club of London:—Pres., Miss F. Sangster, W. S. Crawford, Ltd., 233 High Holborn, W. C.; Sec., Mrs. C. G. Hog, F. E. Davis, Ltd., Brooke's Market, Holborn, E. C.

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Nottingham.—Publicity Club of Nottingham:—Pres., W. Raymond Derwent, Nottingham Journal, Parliament St.; Sec., Miss Mabel Voce Ramsden, United Drug Co., Ltd., Waterway St.; Program Chairman, address the president.

Oxford.—Publicity Club of Oxford:—Pres., A. Stanley Brooke; Sec., Laurence Knowles, 5 St. Michaels Mansions, Ship St., Cornmarket St.

France

PARIS

Cercle des Publicitaires Francais, 25 rue de Moscou:—Pres., Gaston Naud, 61 Ave. de Chatillon, Montrouge, Seine; Sec., Jean Bonherbe, 25 rue de Moscou.

Corporation des Techniciens la Publicite:—Pres., Etienne Damour, 20, rue Vernier, (17°); Sec., Martial Buisson, rue de la Gare, La Celle-St-Cloud (S & O).

La Chambre Syndicate de la Publicite, 15 rue du Faubourg-Montmartre:—Pres., Ch. Maillard, 5 rue du Eavre; Sec., X. Muller, 15 Faubourg, Montmartre.

Germany

Berlin.—Verband Deutscher Reklamefachleute, e. v. Potsdamer St., 105a Berlin, W 35:—Address all correspondence to club headquarters.

Holland

AMSTERDAM

Bureau voor Oplaagcontrole, Amsterdam Warmoestraat 197-199:—Pres., Herman Sanders, O. Z. Voorburgwal, 326-328; Sec., Joost Hins, Weesperkarpel, Holland; Managing Director, J. C. Van den Berg, Warmoestraat 197-199.

Vereeniging Van Erkende Advertentie Bureaux in Nederland:—Pres., H. D. G. Coppens, Heerengracht, 78, Amsterdam; Sec., Frits I. Bril, Mathenesserlaan, 314.

Genootschop Voor Reklame:—Pres., L. Levisson, 160 Whilhelminestraat, La Haye 142; Sec., A. F. J. Beckers, Emmastraat, 16, Amsterdam.

Ireland

Belfast.—Advertising Club of Ulster:—Pres., Sir Robert Baird, Belfast Telegraph; Sec., Victor Salter, 7 Donegall Sq., West; Program Chairman, G. H. Oswald Strick.

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Mexico

Mexico City.—Associacion N. de Publicistas:—Pres., J. M. Duran y Casabonda, Ford Motor Co., Apartado 511; Sec., S.' Perez Duarte, Propaganda Diresta Mexicana, S. A. S. de Mayo No. 10-D; Program Chairman, W. Hernandez, Publicidad Nacional, A. E. P., Apartado 511.

New Zealand

Auckland.—Advertising Club of New Zealand:—Pres., G. Finn, N. Z. Cattle-cake & Oil Co., Maritime Bldg., Quay St., East; Sec., A. H. Lees, P. O. Box 767.

Scotland

Glasgow.—Publicity Club of Glasgow:—Pres., Fred Shoesmith, Fairy Dyes, Ltd., 61 Well Road; Sec., John Firth, 12 Renfield Street; Program Chairman, George Hammond, "The Citizen," 22 St. Vincent Place.

South Africa

Capetown.—Publicity Club of South Africa:—Pres., J. S. Dunn, Reuters, Ltd., 47-9 St. George's St.; Sec., C. S. Playfair, The Cape Argus, Box 56.

Durban.—Publicity Club of Natal:—Pres., Andrew Small, P. O. Box 1453; Sec., Stanley E. Ashmead Bartlett, P. O. Box 1453.

Sweden

Stockholm.—Advertising Club of Sweden:—Pres., Dr. Nils Geber, Geber's Bokforlag; Sec., Eric Ahlstrom, Luth & Rosens Elektrisko, Stockholm.

Switzerland

Zurich.—Advertising Club of Switzerland, Waaggasse 7, Zurich. (Address officers at club headquarters.) Pres., Dr. C. Staehelin; Sec., Dr. P. Giezendanner.

Wales

Cardiff.—Publicity Club of Cardiff: Pres., J. E. Emlyn-Jones, Esq.; Sec., T. W. Dockett Smith, City Hall.

LITERARY AND ART MARKETS OF THE UNITED STATES

THE following information covering the principal literary and art markets of the United States has been compiled by Editor & Publisher for the service of writers, newspaper men and illustrators.

The data below was obtained by questionnaire to the responsible executives in charge of purchasing manuscripts for their publications. The compilation shows that there is a tremendous demand for all types of writing. Fiction, in the form of the short story, probably leads the field, but there is a large market for authoritative articles upon nearly every branch of endeavor. The market for art, while necessarily more limited, is broad enough to encourage those new in the field.

The following symbols are used (M) monthly publications; (Tri-M) tri-monthly; (Bi-M) bimonthly; (W) weekly.

American Be (M) Sprague Publishing Co., managing editor, George F. Pierrot, 550 W. Lafayette, Detroit, Mich. Mss., short stories, serials, poems, accounts of unusual activities. Art director, LeRoy W. Snell. Color illustrations, 2 and 4 color covers, photographs.

American Builder (M) Publisher, Wm. A. Radford. Editor, B. L. Johnson, 1901 Prairie Ave., Chicago, Ill. Mss. Well illustrated descriptions of all types of building and outstanding business activities of builders. Articles 1000 to 2000 words. Considers all contributions. Payment on publication.

American Field (W) American Field Pub. Co., editor, F. M. Young, 44 S. Dearborn St., Chicago, Ill. Mss. Stories, news articles, referring to use of, breeding of, care and treatment of bird dogs. Art director, F. M. Young. Photos and line drawings. Considers all contributions. Payment upon publication or acceptance.

American Girl (M) Publisher, Girl Scouts editor, Camille Davied, 670 Lexington Ave., N. Y. Mss. Short stories of 3,500 to 4,000 words. Plenty of action, plot, mystery, adventure, boarding school stories. Art director, Camille Davied. Wash and line. Considers all contributions. Pay on acceptance.

American Magazine (M) Crowell Pub. Co., editor, Merle Crowell, 250 Park Ave., New York. Mss. Fiction and interesting people sketches. Major articles usually prepared by staff writers. Art director, Thomas B. Stanley. Considers all contributions carefully. Payment on acceptance.

American Cookery (M). 221 Columbus Ave. Boston, Mass. Mss. Short fiction, 1500 to 3000 words. Short articles on household subjects. Considers all contributions. Payment on acceptance.

American Mercury (M) Alfred A. Knopf, editor, H. L. Mencken, 730 Fifth Ave., New York. Mss. Articles dealing with American themes and personalities. Only one story and one poem in an issue. Considers all contributions. Payment on acceptance, or first following week.

American Poultry Journal (M) Reisert & Co., editor, F. L. Platt, 536 S. Clark St., Chicago, Ill. Mss. Practical articles on poultry raising 100 to 500 words in length. Art, covers only. Payment on art when accepted, on manuscripts when published.

American Sketch (M) Publisher, Doubleday Page & Co., editor, R. T. Townsend, Garden City, L. I., New York. Mss. Smart, up-to-date, material, news items, sports of all kinds. Photographs, sketches, modern art. Payment on publication.

America's Humor, (M) W. G. Springer, editor, George Mitchell, 49 West 45th St., New York. Mss. Humorous fiction from 2,000 to 2,500 words and burlesques about 1,500 to 2,000. Payment on publications.

Army & Navy Journal (W) J. C. O'Laughlin, editor, J. C. O'Laughlin, 1800 E St., N. W. Washington, D. C.

The Author & Journalist (M) Willard C. Hawkins, editor, Willard C. Hawkins, 1837 Champa St., Denver, Colo. Mss. Articles by writers and editors on writing and selling manuscripts for the professional writer. Fiction, business, trade journal, verse writing. Considers all contributions. Payment on acceptance at the rate of one-half-cent a word and up.

Automobile Digest (M) Automobile Digest, editor, Ray F. Kuns, 22 East 12th St., Cincinnati, Ohio. Mss. Technical and business stories confined to the automotive trade—automobile dealers, garage men, mechanics, service station owners, car salesmen, etc. Considers all contributions. Payment on acceptance.

Baseball Magazine (M) B. B. Mag. Co., editor, F. C. Lane, 70 Fifth Ave., New York. Mss. General articles on baseball, occasional bits of verse on athletic sports. Art director, Clifford Bloodgood. Occasional pen and ink sketches, cartoons, etc. Considers all contributions carefully. Payment on publication.

Battle Stories (M) W. H. Fawcett, editor, Roscoe Fawcett, Robbinsdale, Minn. Mss. Fighting stories with the late World War as locale. Must be realistic but credible. Army, navy, air or spy stories are acceptable. Short stories 3,000 to 7,000 words; Novelettes up to 15,000 words. Art work, covers for magazine, preferably in oils. Subject to be reproduction of World War action pictures, either army, navy or air service. Show hand-to-hand fights preferably but get realistic action and atmosphere. Consider all contributions. Payment on acceptance.

Better Homes and Gardens (M) E. T. Meredith, editor, E. T. Peterson, 1714 Locust St., Des Moines, Iowa. Mss. Articles pertaining to gardening, lawn-making, building, decorating, cookery, etc. Articles must have "how to" slant and be practical and inspirational to the average reader. No poetry or fiction. Art director, W. W. Arnold. Considers all contributions. Payment upon acceptance.

The Billboard (W) Billboard Pub. Co., editor, Don Carle Gillette, 25 Opera Place, Cincinnati. Mss. Articles dealing with some phase of amusement business. Must be informative or in some way helpful to trade. Art director, Don Carle Gillette. Practically all photos of show folks received direct from parties interested. Considers all contributions. Payment on publication.

Black Mask (M) Pro. Distributors Pub. Co., Inc., editor, Joseph T. Shaw, 578 Madison Ave., New York. Mss. Well written, plausible stories of detective fiction, having swift movement and virile action. Some western, border and adventure short stories. Art director, Joseph T. Shaw. Considers all contributions. Payment on acceptance.

The Bookman (M) Seward Collins, editor, Burton Rascoe, 452 Fifth Ave., New York, N. Y. Considers all contributions. Payment on acceptance.

Boy's Life (M) Boy Scouts of America, editor, James E. West, 200 Fifth Ave., New York. Mss. Juvenile fiction, exceptionally good short stories for boys. Athletic, aviation, adventure, comedy, mystery, scout and school stories, serials. Art director, Francis J. Rigney. Art work done on order. Considers contributions. Payment on acceptance.

Building Age and National Builders (M) Building Age Pub. Corp., 243 W. 39th St., New York, editor, Ernest McCullough. Mss. Anything of interest to building contractors, land developers, building artisans. A journal of informations and inspiration for the building business. Art, glossy photographs of homes of medium and low cost. Must be accompanied by floor plans. Careful consideration gladly given to all contributions. Payment on the 20th of the month in which the material appears.

Capper's Weekly (W) Arthur Capper, editor, A. L. Nichols, 8th and Jackson Sts., Topeka, Kans. Mss. Very brief human interest stories. Striking or odd pictorial features. No articles. Payment on acceptance.

The Century Magazine (M) The Century Co., editor, Hewitt H. Howland, 353 Fourth Ave., New York. Mss. Style and authenticity of appeal and interest to general reader. Articles, stories, verse. Occasional novelettes, 10,000 words. Short humorous sketches. Careful consideration for all contributions. Payment on acceptance.

Charm (M) L. Bamberger & Co., publishers, editor, Elizabeth D. Adams, 50 Bank St., Newark, N. J. Mss. Historical, fashion, children, home decoration, travel. Neither poetry nor fiction. Art director, Leo. J. Stahl. Covers, illustrations and photographs. Considers all contributions. Payment upon accetpance.

Children (M) Geo. J. Hecht, editor, Clara Savage Littledale, 353 Fourth Ave., New York. Mss. Articles or stories dealing with parent-child relationships directed to parents only. Not in market for children's stories or juvenile material. Art director, J. Thomson Willing. Considers all contributions. Payment upon acceptance.

College Humor (M) Collegiate World Pub. Co., editor, H. F. Swanson, 1050 N. La Salle, Chicago. Mss. Jokes, skits, verse, short stories, novelettes, novels. Art director, F. W Burroughs. Covers and illustrations. All manuscripts carefully considered. Payment weekly.

Columbia (M) Knights of Columbus, editor, Myles Connolly, 45 Wall St., New York. Mss. All types of manuscripts which would appeal to men with the exception of sex and sociological subjects. Business and sport articles and stories especially desired. Art director, Myles Connolly. All art work done by order. Considers all contributions. Payment within two weeks of acceptance.

Correct English (M) Correct English Publishing Co., editor, Josephine Turck Baker, 1742 Asbury Ave. Evanston, Ill. Mss. Does not purchase manuscript.

Country Gentleman, The (M) The Curtis Publishing Co., editor, Loring A. Schuler, Independence Sq., Philadelphia. Mss. Serials, short stories. All fiction preferably dealing with outdoor or country life. Articles on national farm topics; short technical farm information for departments. General and technical items for woman's department, short humor. Art, covers for four-color reproduction. Illustrations for two-color and black and white cartoons and humorous drawing. Considers all contributions. Payment on acceptance.

Country Life (M) Doubleday, Page & Co., editor, Reginald T. Townsend, Garden City, L. I., N. Y. Mss. Everything pertaining to country living, country estates, gardens and gardening, building and decorating, sports, etc. Art director, Reginald T. Townsend. All contributions given careful consideration. Payment on acceptance.

D. A. C. News (M) C. A. Hughes, managing editor, E. A. Batchelor, 5940 Cass Ave., Detroit. Mss. Humorous not over 2,000 words, both prose and poetry. Occasional serious articles to 3,000 words, on original topics or treated in original manner. No serials, or love. Art director, J. C. Faust. Page cartoons. Contributions conforming with above rules gladly considered. Payment within 2 weeks of acceptance.

Delineator (M) Butterick Publishing Co., editor, Oscar Graeve, 223 Spring St., New York. Mss. Short stories 5,000 words, preferably with an American background. Dramatic, emotional. Stories of young love. Articles and serials usually bought by prearrangement. Art director, Joseph B. Platt. Usually bought by prearrangement. Considers all contributions. Payment on acceptance.

Detective Story Magazine (W) Street & Smith, editor, F. E. Blackwell, 79 7th Ave., New York. Detective, crook and mystery involving crime. Considers all contributions. Payment on acceptance.

Dream World (M) Macfadden Publications, Inc., editor, Helen J. Day, 1926 Broadway, New York. Mss. First person love and romance. Payment upon acceptance.

The Editor (W) Editor, Wm. R. Kane, Book Hill, Highland Falls, N. Y. Articles on artistic, commercial and practical aspects of fiction writing and authorship in general. Contributions carefully considered. Payment on acceptance.

Etude (M) Theo. Presser Co., editor, James Francis Cooke, 1710 Charleston St., Phila., Pa. Mss. Articles on Musical Education. Self study of an instrument. Art director, Nortonheim. Pertinent illustrations. Considers all contributions except poetry. Payment on publication.

Everybody's (M) Ridgeway Co., editor, Wm. Corcoran, Spring & Macdougal Sts., New York. Mss. Action-adventure fiction. Cover paintings solicited. Payment on acceptance.

Extension Magazine (M) Catholic Church Extension Society, editor, J. A. Balders, 180 N. Wabash St., Chicago, Ill. Mss. Not in market for literature.

Family Herald and Weekly Star (W) Montreal Star Co., editor, C. Gordonsmith, Montreal. Mss. High-class fiction. Considers contributions. Payment after publication.

The Farm Journal (M) Wilmer Atkinson Co., editor, Arthur H. Jenkins, Philadelphia, Pa. Mss. Agricultural, technical, and general. All woman interest. General of interest to farmer. Art director, Chas. P. Shoffner. Cover designs for four-color reproduction. Photos and drawings illustrative of text. Decorations. Considers all contributions. Payment on acceptance.

Farm & Fireside (M) Crowell Pub. Co., editor, George Martin, 250 Park Ave., New York. Mss. Articles about farmers, short fictions. Art director, Robert Dumm. On order only. Considers all contributions. Payment within one week of acceptance.

Film Fun (S-M) George T. Dalacord, editor, Curtis Mitchell, 97 Fifth Ave., New York. Mss. Jokes, quips, short humorous verse and humorous text under 300 words. Art director, Curtis Mitchell. Wash, black and white cartoons. Considers all contributions. Payment within 7 days of acceptance.

Forecast Magazine (M) C. Houston Goudiso, editor, A. M. Goudiso, 6 E. 39th St., New York. Mss. Special articles on better homes, and health subjects. Interviews with successful women in business fields, and famous persons of advanced age. Art director, Marion Rowland. Photographs. Considers all contributions. Payment on acceptance.

The Forum (M) The Forum Publishing Co., editor, Henry Goddard Leach, 441 Lexington Ave., New York. Mss. Controversial articles, politics, literature, fiction, verse, definitions. Art, black-and-white. Some color. Considers all contributions carefully. Payment on acceptance.

Frontier Stories (M) Doubleday, Doran & Co., editor, Harry E. Maule, Garden City, N. Y. Mss. Stories of outdoor adventure with plenty of action and of strong masculine appeal. Short stories, novelettes, novels, no serials. Particularly partial to Western and Northern material. Art, colored covers. Requirements, strong color, vivid action, genuine story interest, a striking subject well rendered. Pen and ink headings for interior of magazine. Considers all contributions. Payment on acceptance.

Fur-Fish-Game (M) A. R. Harding, editor, A. R. Harding, 174 E. Long St., Columbus, O. Mss. Hunting, trapping, fishing. Over-supplied. Actual experience articles for for raising and roots and herbs departments. Payment on acceptance.

The Golden Book Magazine (M) Review of Reviews Corp. Editor, Henry Wysham Lanier, 55 Fifth avenue, New York. Poems, true stories, short stories having real literary merit. Pay small prices for suggestions. Art Editor, Henry Wysham Lanier. Cover designs only. Considers all contributions carefully. Payment upon acceptance.

Golf Illustrated (M) Golf Illustrated, Inc. Wm. Henry Beers, 425 Fifth avenue, New York. Mss. Good golf material, few stories, chiefly helpful, interesting and instructive golf experiences. Good golf pictures. Art Director, Lucille MacAllister. Payment on the 25th of month of publication.

Good Health (M) Good Health Pub. Editor, Dr. J. H. Kellog, 271 W. Main street, Battle Creek, Mich. Mss. Articles on health, personal health experience stories, etc., with illustrations. Payment upon acceptance.

Good Housekeeping (M) International Magazine Co. Editor, W. E. Bigelow, 199 West 40th street, New York. Mss. Short stories, novels, poems, special articles of timely interest. Articles on home problems, marital relations, etc. Art Director, H. C. Shimm. Photos, paintings. No paintings solicited. Other material considered. Payment within two weeks after acceptance.

Grit (W.) Dietrick Lamade, Editor, Frederic E. Manson, Williamsport, Pa. Mss. Covers entire field of human achievement. Manuscripts should be illustrated by suitable photographs. Grit's "Odd, Strange and Curious" page is devoted to short illustrated stories of the Unique and eccentric; also illustrated articles having special appeal to women and children. Considers all contributions. Payment on publication.

Harper's Bazar (M) International Magazine Co. Editor, Charles H. Townsend, 119 West 40th street, New York. Mss. Stories ordered from established authors. Art Director, Gardner Trail. Stories not solicited. Payment upon acceptance.

Hearst's International Combined with Cosmopolitan (M) International Magazine Co. Editor, Ray Long, 119 West 40th street, New York. Mss. Preferably short stories of romance actions. American setting. Humor. Art Director, W. C. Gibson. All art work ordered. Considers all contributions. Pay on acceptance.

The Home Friend Magazine (M) P. I. Moore, Editor, E. A. Weishaar, 1411 Wyandotte street, Kansas City, Mo. Mss. Short stories 15,000 words. Romantic types, homecrafts. Art Director, E. A. Weishaar. Cover designs. Considers all contributions. Pay on acceptance.

Household Magazine (M) Arthur Capper. Editor, Mrs. Ida Migliario, 8th and Jackson streets, Topeka, Kan. Mss. Sex stories. Good animal stories. Art Director, Stanley E. Hunter. Contributions considered. Payment on acceptance.

Hunter-Trader-Trapper (M) F. J. & W. E. Heer. Editor, O. Knechler, 386 South 4th street, Columbus, O. Mss. Hunting, trapping, fishing, fur farming, wild root gathering, golden seal growing, dogs, and other outdoor pursuits. Art. Photos coming in with above articles. Not buying now. Overstocked. Payment on acceptance.

Illustrated Mechanics (M) F. I. Moore, 1411 Wyandotte street, Kansas City, Mo. Editor, E. A. Weishaar. Handy hints for the home and shop. Odd and curious items. Radio news. Art

(Continued on page 233)

LITERARY AND ART MARKET OF THE U. S.

(Continued from page 232)

Director. E. A. Weishaar. Cover designs. Considers all contributions. Pay on acceptance.

The Independent (W) Independent Publications, Inc. Editor, R. E. Danielson, 10 Arlington street, Boston. Mss. Articles of national significance, economic, political and religious value. Contributions considered. Payment on acceptance.

Judge (W) Judge Pub. Co., Inc. Editor, Norman Anthony, 627 West 43rd street, New York. Mss. Jokes, epigrams, short verses, humorous articles, stories not longer than 300 words. Art Director, Norman Anthony. Humorous drawings, any medium, preferably pen and ink. Drawings should be mailed flat with return postage. All contributions carefully considered. Payment on publication.

Keith's Beautiful Homes Magazine (M) Keith Corp. Editor, M. L. Keith, 100 North Seventh street, Minneapolis. Mss. High standard, 500 to 1,800 words, accompanied with photographs or other illustrative material. Art Director, Elaine C. Platou. Photos mainly. Mss. dealing with home building, interior decoration and landscaping especially considered. Payment on publication.

Laughter (M) Guild Pub. Co. Editor, Edw. Longstreeth, 1700 Walnut street, Philadelphia. Mss. Humorous, fiction, jokes, fillers, verse. Art Director, Edw. Longstreeth. Humorous linework. No halftone repro. Contributions considered. Payment on publication.

Liberty (W) Liberty Weekly, Inc. Editor, J. M. Patterson, 247 Park avenue, New York. Mss. Fiction, serials, short stories, articles, non-fiction serials. Art Director, Morris Aleshire. All types art. Considers all contributions. Payment on acceptance.

Life (W) Life Pub. Co., R. E. Sherwood, editor, 598 Madison Ave., New York. Humorous prose, verse, paragraphs, jokes, and ideas for illustrations. Art director, F. D. Casey. Humorous illustrations and cartoons. Pays on acceptance.

Literary Digest, The (W) Funk & Wagnalls. Editor, Wm. Seaver Woods, 345 Fourth avenue, New York. Does not purchase manuscripts.

Living Age (S-M) Macgregor Jenkins. Editor, Victor S. Clark, 8 Arlington street, Boston. Does not purchase literature or art.

Love Story Magazine (W) Street & Smith. Editor, Ruth Agnes Abeling, 79 Seventh avenue, New York. Mss. Love stories, strong, clean yarns, lots of action and modern. Art Director, W. H. Heines. Contributions carefully considered. Payment on acceptance.

MacLean's (S-M) MacLean Pub. Co. Editor, H. Napier Moore, 143 University avenue, Toronto, Can. Mss. Short stories up to 5,000 words. Articles dealing with Canadian subjects, serials. Cover designs solicited. Contributions carefully considered. Pay on acceptance.

John Martin's Book (M) J. M. House, Inc. Editor, John Martin, 33 West 49th street, New York. Mss. Oversupplied at present.

The Mentor (M) Crowell Pub. Co. W. D. Moffat, 250 Park avenue, New York. Mss. Instructive and informing material presented in popular form with beautiful pictures. All articles are short, varying from 500 to 2,500 words. Photographs and reproductions. Consider all contributions. Payment on acceptance.

Modern Homemaking (M) Vickery & Hill Publishing Co. Editor, M. G. W. Bailey, Augusta, Me. Mss. Short stories about 5,000 words for general family reading. Short verse. Art Director, M. G. W. Bailey. Illustrations for short stories, covers and verses. Considers all contributions. Payment on acceptance.

Motion Picture Classic (M) Maj. George K. Shuler. Editor, Laurence Reid, 175 Duffield street, Brooklyn, N. Y. Mss. Stories about motion pictures and people connected with the film industry. Art Director, Colin J. Cruickshank. Cartoons of movie stars. Purchases very little. Payment on the 4th of the month following acceptance.

Motor Boating (M) International Magazine Co., Inc. Editor, Charles F. Chapman, 199 West 40th street, New York. Mss. Cruise stories or articles mostly pertaining to motor boating. Art Director, Leo Meissner. Covers and illustrations. Consider all contributions. Payment on publication.

Musical Courier (W) Musical Courier Co. Editor, Leonard Liebling, 113 West 57th street, New York. Mss. Articles on music. Art. Contributions considered. Payment on publication.

Nation, The (W) The Nation, Inc. Editor, Oswald G. Villard, 20 Vesey street, New York. Mss. Short articles, brief sketches, short poems of high literary value, reviews. Art. Cartoons, caricatures. Consider contributions. Pays 1c a word.

Nation's Business (M) U. S. Chamber of Commerce. Editor, Merle Thorpe, 1615 H street, N. W., Washington. Mss. Articles not longer than 2,500 words of general business interest to 250,000 various readers. Contributions considered. Payment on acceptance.

National Geographic Magazine (M) National Geographic Society. Editor, Gilbert Grosvenor, 16th and M streets, N. W., Washington, D. C. Mss. Articles of a geographic nature describing the life and customs of people in every part of the world, together with the physiographic features of the lands in which they live illustrated with numerous clear, sharp, original photographs. Art, photographs only. Considers all contributions. Pays on acceptance.

Nature Magazine (M) American Nature Association. Editor, A. S. Redsdale, 1214 Sixteenth street, Washington, D. C. Mss. Travel, natural history, gardening, horticulture, photographic. Art Director, R. Bruce Horsfall. Paintings, water colors, etchings, crayons, pen and ink. Contributions considered. Payment on acceptance.

Nautilus, The (Quarterly). Editors, H. A. Pilsbry and G. W. Johnson, 234 Berkeley street, Boston. Mss. Is purely conchological. Does not purchase Mss.

New Republic, The (W) New Republic, Inc. Editor, Herbert Croly, 421 West 21st street, New York City. Mss. Articles about events of political or economic turn. Reviews, verse, literary criticism. Payment on publication.

New Yorker, The (W) F. R. Publishing Co., 25 West 45th street, New York. Mss. Prose, short (satirical or humorous). Longer prose (historical color or factual material). Verse and light poetry. Fillers, newsbreaks, etc. Art, Idea drawings, decorative spots, caricatures. Atmosphere drawings and covers in four-color process. Considers all contributions. Payment on acceptance.

Open Road for Boys, The (M) Tarbell Co. Editor, Clayton H. Ernst, 248 Boylston street, Boston, Mass. Mss. Short stories, serials and short articles of special interest to boy readers of "teen" age. Adventure, sport, mystery, humor. Art Director, A. B. Lincoln. Illustrations. Considers contributions. Payment on acceptance.

Outdoor America (M) Izaak Walton League. Editor, Marguerite Ives, 536 Lake Shore Drive, Chicago. Material for Outdoor America all contributed without pay.

Outdoor Life (M) J. A. McGuire. Editor, J. A. McGuire, 1824 Curtis street, Denver, Col. Mss. Hunting, fishing, camping, shooting, etc. Contributions considered. Payment on acceptance.

Overland Monthly (M) Overland Monthly. Editor, B. Virginia Lee, 256 Pacific Bldg., San Francisco, Cal. Mss. General articles dealing with the West as it is today in comparison with yesterday; short stories and poetry.

Paris Nights (M) Paris Nights Pub. Co. Wm. H. Kofoed, 931 Drexel Bldg., Philadelphia, Pa. Mss. Fiction and articles up to 300 words dealing with the gaiety of Paris; studios, cafes, theatres, etc., light, entertaining. Also shorts, jokes, and verse of humorous type. Not in market for art work. Contributions solicited. Payment on acceptance.

People's Home Journal (M) F. M. Lupton Pub., Inc. Editor, Katherine M. Clayberger, 80 Lafayette street, New York. Mss. Articles on home making. Will accept material that fits needs. Western short stories and serials desired. Strong human interest and dramatic situations. Art Director, Josephine Nelson. Covers, story illustrations, decorative spots. Considers contributions. Payment within three weeks after acceptance.

People's Popular Monthly (M) Carl C. Proper. Editor, Ruth Elaine Wilson, 801 2nd street, Des Moines, Ia. Mss. Clean, wholesome love stories, also adventure and mystery stories, and stories of business. Art Director, Ralph Taylor. Covers and story illustrations, also some decorative material. Considers all contributions. Payment on publication.

Photoplay (M) James R. Quirk. Editor, James R. Quirk, 221 West 57th street, New York. Mss. Articles on motion picture subjects and fiction. Pays on acceptance.

Physical Culture (M) Physical Culture Pub. Corp. Editor, H. A. Keller, 1926 Broadway, New York. Mss. Authoritative articles of self-help variety on health. Art Director, W. H. Campbell. Contributions solicited. Payment on acceptance.

Picture Play Magazine (M) Street & Smith Corp. Editor, Norbert Lusk, 79 Seventh avenue, New York. Mss. Motion-picture material, including interviews with stars, and articles dealing with various phases of motion picture work. Art Director, W. H. Heines. Orders all material. Pays on acceptance.

Popular Mechanics (M) H. H. Windsor. Editor, L. E. Weber, 200 East Ontario street, Chicago. Mss. New time and money saving devices and stories with scientific interest. Art Director, George Kratzner. Photographs. All contributions considered. Payment on acceptance.

Popular Radio (M) Popular Radio, Inc. Editor, Raymond F. Yates, 119 W. 57th street, New York. Mss. Material of interest to the professional set-builder, and more serious-minded "fan." Constructional articles on new receivers, apparatus, etc. New developments in radio phenomena. Considers all contributions. Payment on publication.

Popular Science Monthly (M) Pop. Science Pub. Co., Inc. Editor, S. N. Blossom, 250 Fourth avenue, New York. Mss. Fiction 5,000 to 50,000 words. Scientific or mechanical background. Articles 3,500 words or less. New scientific developments. Personality sketches, etc. Sports, illustrated by photographs. Art Director, Israel Doskow. All types, but as work is done by order only, samples may be submitted to determine merit and possible orders in the future. Contributions carefully considered. Payment on acceptance.

Poultry Tribune (M) J. W. Watt. Editor, H. P. Schwab, Mt. Morris, Ill. Mss. Informational and inspirational poultry stories. Short fillers. Everything must apply to poultry or the farm home.

Radio Broadcast (M) Doubleday, Page & Co. Editor, Willis K. Wing, Franklin street, Garden City, N. Y. Mss. Technical and semi-technical articles on any phase of radio, almost always on special order. Payment on publication.

Radio Digest (M) D. C. Rayner. Editor, Harold P. Brown, 510 N. Dearborn street, Chicago. Mss. Feature articles of radio broadcast celebrities and organizations. Art Director, Harold P. Brown. Photos of radio artists, single or grouped. Subjects of special interest to radio listeners. Articles and photos solicited. Pay on publication.

Radio News (M) Experimenter Publishing Co. Editor, Hugo Gernsback, 230 Fifth Avenue, New York. Mss. General articles on radio technical and semi-technical articles, fiction stories having radio as main theme, radio jokes, write-ups on well known radio artists. Art Director, Wm. Romaine. Radio cartoons. Other work done on order. Contributions considered.

Radio World (W) Hennessy Radio Publications Corp. Editor, Roland Burke Hennessy, 145 West 45th street, New York. Mss. Technical articles on radio theory and construction. Art Director, Anthony Sodaro. Cover designs. Payment 30 days after acceptance.

Ring, The (M) Nat Fleischer. Editor, Nat Fleicher, 11 West 42nd street, New York. Mss. Pertaining to boxing only. Art Director, W.

(Continued on page 234)

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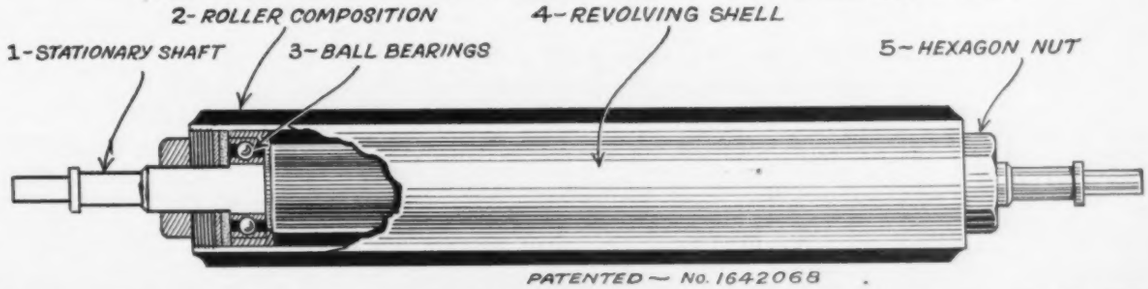

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LITERARY AND ART MARKET OF THE U. S.

(Continued from page 233)

Lawler. No art work purchased. Contributions considered. Payment upon acceptance.

Rudder, The (M) The Rudder Publishing Co. Editor, Gerald Taylor White, 10 Murray street, New York. Mss. Technical articles on boat building and boat handling, gasoline marine engines, small boat navigation and stories of actual cruises. No manuscript without illustrations are desired. Art Director, Gerald Taylor White. Stirring photographs of power and sailing yachts with instructive captions. Considers all contributions. Payment on acceptance.

Salesology (M) H. J. Bligh. Editor, B. C. Bean, 500 N. Dearborn street, Chicago. Mss. Stories pertaining to direct selling method stories, etc. Art Director, C. A. Nordberg. Cartoons solicited. Payment 30 days after publication.

Sales Tales (How to Sell) (M) Spalding Pub. Co. Editor, Sam Spalding, Mt. Morris, Ill. Mss. Two and three part fiction. Serials with background of selling direct to consumer on commission. Short stories of 2,500 words. Personality articles on successful salesmen. Art. Illustrations for stories. Considers all contributions. Payment upon acceptance.

Saturday Evening Post (W) Curtis Publishing Co. Editor, George Horace Lorimer, Independence Square, Philadelphia, Pa. Mss. Short stories 5,000 to 8,000 words; serials 25,000 to 75,000 words; articles 5,000 to 7,000 words; jokes and short humorous pieces, and some verse. Articles for "Getting on in the World" and "Out of Doors" up to 1,000 words. Art Director, B. Y. Riddell. Certain types of pen and ink, pencil, crayon, charcoal, water color and oil. Covers, illustrations, humorous cartoons and decorative illustrations. Considers all contributions. Payment on acceptance.

Science and Invention (M) Experimenter Pub. Co. Editor, H. Gernsback, 230 Fifth Avenue, New York. Mss. Semi-technical and popular articles on general scientific subjects, including radio, medicine, etc. Art Editor, W. J. Romaine. Photos purchased with captions and articles. Contributions considered. Payment on publication.

Scientific American (M) A. D. Munn. Editor, A. D. Munn, 24 West 40th street, New York. Mss. Descriptive of engineering, archeology, general sciences, etc. Considers only work ordered. Payment on acceptance.

Scribner's Magazine (M) Charles Scribner's Sons. Editor, Robert Bridges, 597 Fifth avenue, New York. Mss. Articles, essays, on current and literary topics 3,000 to 5,000 words. Short stories; about one serial a year. A few poems in each number. Art Director, Joseph Hawley Chapin. Contributions considered. Payment on acceptance.

Screenland (M) W. G. Springer. Editor, Eliot Keen, 49 West 45th street, New York. Mss. Short fiction with love interest and motion picture studio atmosphere. Art work supplied by staff artists. Manuscripts usually ordered. Payment two weeks after publication.

Screen Secrets (M) Fawcett Publications. Editor, Roscoe Fawcett, Robbinsdale, Minn. Mss. Personality sketches of movie stars; conditions existing in movie industry; gossipy news briefs of Hollywood, straight news stories if exclusive. Art: Exclusive photographs of stars or distinctive pictures taken on the lot. Considers all contributions. Payment on acceptance.

Sea Stories (M) Street & Smith. Editor, Laurence Lee, 79 Seventh avenue, New York. Mss. All fictional treatment of the sea. Some informative or descriptive articles. Art Director, W. H. Heines. Covers of sea interest. Contributions considered. Pays on acceptance.

Short Stories (S-M) Doubleday Page & Co. Editor, H. E. Maule, Garden City, N. Y. Mss. Short stories, novelettes, serials of the outdoor adventure type, strong in plot and action. A minor love interest; sex stories barred. Colored cover designs and black-and-white illustrations. Contributions considered. Payment on acceptance.

Smart Set (M) Maguires Magazine Co. Editor, W. C. Lengel, 119 W. 40th street, New York. Mss. Fiction, first person and controversial articles. Considers all contributions. Payment on acceptance.

Specialty Salesman Magazine (M) Robt. E. Hicks Corp. Editor, Robt. E. Hicks, South Whitley, Ind. Mss. Inspiration, courage and character building short stories 2,500 to 8,000 words. Art Director, Ralph R. Shead. Contributions solicited. Pay on acceptance.

Sport Story (S-M) Street & Smith. Editor, Laurence Lee, 79 Seventh avenue, New York. Mss. All seasons sports about three months ahead of the athletic events. No articles. Art Director, W. H. Heines. No art purchased Contributions considered. Payment on acceptance.

Spur, The (S-M) The Angus Co. Editor, H. S. Adams, 425 Fifth avenue, New York. Mss. Articles on sports, travel, antiques, fine arts and special subjects, mostly on order. Art: Full page cartoons. Considers contributions. Payment on acceptance.

St. Nicholas Magazine (M) The Century Co. Editor, George F. Thompson, 353 Fourth avenue, New York. Mss. Serials, short stories, verse, sketches suited to boys and girls of high school age. Art Director, George F. Thompson. Illustrations and covers. Unsolicited material considered. Payment within three or four weeks of acceptance.

Sweetheart Stories (W) Geo. T. DeLecorte. Editor, Wanda von Kettler, 97 Fifth avenue, New York. Mss. Clean love stories 3,000 to 15,000 words. Serials 20 to 50,000. Art Director, Wanda von Kettler, pen-and-ink illustrations. Considers all contributions. Payment on acceptance.

Theatre Magazine (M) Louis and Paul Meyer. Editor, Perriton Maxwell, 2 West 45th street, New York. Mss. Articles of a controversial nature dealing with the American stage and its personages. Limit 2,000 words. Accompanying photographs desired. Art Director, Perriton Maxwell, drawings to order only. Black-and-white work solicited. Payment on publication.

Top-Notch Magazine (S-M) Street & Smith. Editor, George Briggs Jenkins, 79-89 Seventh avenue, New York. Mss. Straightforward, interesting, rapid moving stories, that grip reader's attention at the beginning, sustains the interest and comes to a satisfactory conclusion. All contributions carefully considered. Payment on purchase.

Town and Country (S-M) Stuyvesant Publishing Co. Editor, H. Whigham, 119 West 40th street, New York. Mss. Non-fiction and very little of that. Poetry 4 to 6 lines. Art Director, Mrs. Augusta O. Patterson. Photographs. Poetry solicited. Pay on the 15th.

Travel (M) Robert M. McBride & Co. Editor, Coburn Gilman, 7 West 16th street, New York. Articles describing new phases of life in any part of the world, describing the people, their customs, traditions, work, dress, etc. All manuscripts must be illustrated with protographs depicting the life of the people. The photographs must have action and human interest. Contributions carefully considered. Payment on publication.

Triple X Magazine (M) Fawcett Publications. Editor, Roscoe Fawcett, Robbinsdale, Minn. Mss. Western and adventure fiction. Cowboy yarns, full of action. Shorts. Adventure in North country, jungle, big timber and out-of-the-way places. Sports. Western ballads. Contributions considered. Payment on acceptance.

True Confessions (M) Fawcett Publications. Editor, Roscoe Fawcett. Robbinsdale, Minn. Mss. First person "confession" stories, preferably told by girls dealing with romance and problems, 3,500 to 4,500. Serials, 12,000 to 16,000. Articles on assignment. Covers only, usually pastel. Contributions considered. Payment on acceptance.

Western Story Magazine (W) Street & Smith. Editor, F. E. Blackwell, 79 Seventh avenue, New York. Mss. Clean outdoor stories of the West, Mexico, Alaska, and Canada. All contributions considered. Payment upon acceptance.

Woman's World (M) Walter W. Manning. Editor, Walter W. Manning, 4223 W. Lake street, Chicago. Mss. Short stories of adventure, mystery, romance, 2,500 to 5,000 words. Serials 45,000. Articles on subjects of interest to small-town women. Considers contributions. Payment on acceptance.

World's Work (M) Doubleday, Page & Co. Editor, Carl C. Dickey, 244 Madison avenue, Garden City, N. Y. General articles between 2,000 and 5,000 words, also serials, two to six parts, on all phases of the world's work and thought. Covers in two colors and full color portrait drawings. Cartoons. Considers all contributions. Payment on acceptance.

Writers Digest (M) Ed. Rosenthal. Editor, Melvin J. Wahl, 22 East 12th street, Cincinnati, O. Mss. Interesting to amateur and professional writers, editors, etc. Interviews with prominent authors. Authoritative articles on literature, past and present, 600 to 1,500 words. Considers all contributions. Payment on acceptance.

The Writer's Monthly (M) The Home Correspondence School. Editor, J. Berg Esenwein. Mss. Practical helpful articles on the art of writing, 1,500 to 2,000 words. Contributions considered. Payment on acceptance.

Yachting (M) Earle D. Grimm. Editor, Herbert L. Stone, 25 W. 43rd street, New York. Mss. Stories, articles, technical matter pertaining to all phases of the sport of yachting. Art Director, Herbert L. Stone. Etching, painting, photographs, drawings of all phases of sea life and sailing vessels. Considers contributions. Payment upon publication.

Your Home (M) Constructive Pub. Co. Editor, Harry J. Walsh, 1926 Broadway, New York. Mss. Articles dealing with all phases of home building and maintenance, horticulture, etc. Art Director, W. C. Cambell. Covers, especially appealing. Considers all contributions. Payment on acceptance.

Youth's Companion, The (M) Perry Mason Co. Editor, Harford Powel, Jr., 8 Arlington street, Boston, Mass. Juvenile fiction and articles adapted principally for readers of about 16 years. Art Director, Malcolm Johnson. Charcoal and Wolf pencil, oils, pen-and-ink used. Considers all contributions. Payment on acceptance.

SCHOOLS OF JOURNALISM IN U. S.

Albion College, Albion, Mich. Journalism under direction of English Department. Faculty: H. G. Baker. Enrollment: 75. Publications: Pleiad; Albionian. Organizations: Quill Club. Co-educational.

Baylor College for Women, Belton, Tex. Department of Journalism. Faculty: Director Helen Zene Wortman. Instructor: Aliese Parten. Graduates 12, Enrollment 50. Publications: Baylor College Bells; Blue Bonnet (year book); Baylorian. Organizations: Theta Sigma Phi.

Baylor University, Waco, Tex., Department of Journalism. Faculty: Chas. D. Johnson, J. C. Smyth, V. A. McGee. Enrollment, 103. Publications: The Daily Lariat; The Round-Up; The Baylor Bear. Organizations: Sigma Delta Rho. Co-educational.

Boston University (College of Business Administration). Department of Journalism. Faculty: Prof. Harry B. Center, Head of Dept., Prof. John C. Scammell, Mr. Wendell P. Murphy, Mr. Robert E. Huse, Mr. H. Warren Foss, Mr. Clifton B. Carberry, Mr. John D. Swain. Enrollment, 206. Publications: The Boston University News, The Boston Beanpot. Co-educational.

Brown University, Providence, R. I. Journalistic course offered by Department of University Extension. Faculty: Charles R. Thurston. Enrollment, 22. Organizations: Press Club. Women's college affiliated.

Butler University, Indianapolis. School of Journalism. Faculty: DeForest O'Dell, Acting Director. J. Douglass Perry, instructor. Herbert R. Hill, instructor. Enrollment: 209. Publications: Butler Collegian (Daily); The Butler Drift (year book); The Coccon (Lit. Mag.) Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: Scholarships. Prizes for best work in reporting, feature writing, copy editing. Co-educational.

College of the City of New York, N. Y. Two courses in journalism. Fundamentals in Reporting and Editorial Work; Advanced course in reporting and editorial. Faculty: Dr. Paul H. Linehan, Director of Evening Section; Joseph M. Cogan. Enrollment, 45. Co-educational.

College of Emporia, Emporia, Kan. Courses under direction of English Department. Faculty: K. W. Davidson. Enrollment: 44. Publications: College Life; The Allah Rah, Scribblers Scroll. Co-educational.

College of St. Thomas, St. Paul, Minn. School of Journalism. Faculty: Rev. M. A. Rayan, Dean of School of Journalism. Graduates: 30. Enrollment: 25. Publications: Purple and Gray; Kaydet. Organizations: Omicron Alpha Phi.

College of Saint Elizabeth, Convent Station, New Jersey. Journalism taught under direction of English Department. Faculty: Sister Mary Vincent Hillman. Enrollment, 17. Publications.

Colorado Agricultural College, Fort Collins, Col. Courses under the direction of the Engish Department. Faculty: Alfred Westfall. Enrollment: 25. Publications: The Rocky Mountain Collegian, The Weekly Silver Spruce, Annual. Organization: Phi Delta Epsilon. (Awards Pin for those who serve on College Paper.) Co-educational.

Columbia University School of Journalism, New York City (Est. 1912), by the late Joseph Pulitzer. Two year course. Faculty: John W. Cunliffe, Director and Professor of English; Roscoe C. E. Brown, Professor of Journalism; Walter B. Pitkin, Professor of Journalism; Charles P. Cooper, Professor of Journalism; Allen S. Will, Professor of Journalism; Merryle S. Rukyser; William Preston Beazell: Henry W. Sackett; H. L. Cross; Chaplin Tyler; Miss Mabel Rollins. Courses: Political Writing; Development of the Modern Newspaper: Editorial Problems and Policies; Psychology of News-Interest; Feature Writing; Psychology of News and Popular Reading: Newspaper Practice; Reporting and Copy Editing; Newspaper Practice; Reporting and Copy Editing; Literary Criticism and Book Reviewing; Newspaper Writing; Editorial Writing; Dramatic Criticism; Financial Writing; Sunday Supplement Work; Law of Libel; Industrial and Trade Journalism; Technical and Scientific Journalism; Department Editing. Number of graduates: 500. Enrollment, 135. Publication: The Columbia Journalist (annually). Organizations: Sigma Delta Chi, Theta Sigma Phi. Special awards: Two faculty scholarships granting free tuition; 3 Pulitzer traveling scholarships of $1,500 each; 2 Sackett scholarships for graduate work of $300 each; Katherine McMahon scholarships, $75. Co-educational.

Cornell College, Mount Verizon, Iowa. Courses under direction of English Department. Faculty: Clyde Tull. Enrollment: 10. Publications: The Cornellian (College Paper); Ollapod (Humorous Quarterly); Husk (Lit. Mag.). Co-educational.

Cornell University, Ithaca, N. Y. Department of Agricultural Journalism. Faculty: Bristow Adams, Professor, Instructor Leland P. Ham. Enrollment: 200. Publications: Cornell Daily Sun; Cornell Widow; The Columns; Cornell Countryman. Organization: Sigma Delta Chi. Co-educational.

College of Emporia, Emporia, Kansas. Courses under English Department. Faculty: Kenneth W. Davidson. Enrollment, 44. Publications: College Life, Allah Rah, Bulletin, Emporia Gazette. Co-educational.

University of Colorado, Boulder, Colo. Department of Journalism. Faculty: Ralph L. Crosman, Associate professor; A. Gayle Waldrop, assistant professor; J. Stuart Hamilton, instructor. Graduates, 35. Enrollment, 102. Organizations: Sigma Delta Chi; Theta Sigma Phi. Co-educational.

Dennison University, Granville, Ohio. Courses under English Department. Faculty: Mr. Paul Green. Enrollment, 24. Publications: Dennisonian. Organizations: Fourth Estate. Co-educational.

DePauw University, Greencastle, Ind. Courses in Journalism. Faculty: Prof. L. E. Mitchell, Director. Assistant Professor, John H. Hillman. Assistant, Miss Hazel Alverson. Enrollment: 100. Publications: The DePauw (Newspaper); The DePauw Magazine; The Yellow Crab. Organizations: Sigma Delta Chi. Theta Sigma Phi, Press Club. Awards: News Writing Prize, Maxwell Sports. Hogate Editorial Prize. Orlando J. Smith Scholarship. Co-educational.

Elmira College, Elmira, N. Y. Courses in Journalism in connection with regular collegiate work. Faculty: Dorothy Anne Dondore, Ph. D. Enrollment: 25. Publications: Elmira College Weekly; Sybil; Iris. Colleges for women.

Elon College, Elon College, N. C. Courses in Journalism in connection with English Department. Faculty: J. W. Barney. Enrollment: 26. Publications: Maroon and Gold; The Phipsici. Co-educational.

Emmanuel Missionary College, Berrien Springs, Mich. Courses under English Department. Faculty: H. M. Tippet. Enrollment: 17. Publications: The Student Movement; The Lake Union Herald. Co-educational.

Emory University, Atlanta, Georgia. Courses under direction of English Department. Faculty: Raymond B. Nixon. Graduates: 67. Enrollment: 17. Publications: The Emory Wheel; The Emory Phoenix. Awards: Fellowships for Seniors.

Georgetown College, Georgetown, Ky. Courses under direction of the English Department. Faculty: Earl L. Vance, Director. Enrollment: 30. Publication: The Georgetonian. Organizations: Alpha Chi Alpha, Alpha Delta Sigma. Awards: Local Prizes. Co-educational.

Georgia, University of, Athens, Ga. Henry W. Grady School of Journalism. Faculty: S. V. Sanford, Litt. D., Professor of English Language and Journalism, head of school and dean; John E. Drewry, A. B., B. D., A. M., Associate Professor of Journalism. Enrollment: 160. Publications: Red and Black (weekly), Georgie Cracker (monthly), Pandora. Organization: Sigma Delta Chi. Co-educational.

Grinnell College, Grinnell, Ia. Five journalism courses under English Department. Faculty: Wayne Gard. Enrollment: 31. Publications: The Scarlet and Black; The Malteaser; The Tanager; The Cyclone. Organizations: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

Hamline University, St. Paul, Minn. Courses under direction of English Department. Faculty: Miron A. Morrill. Enrollment: 14. Publication: The Hamline Oracle. Organizations: Pi Delta Epsilon. Co-educational.

Johns Hopkins University, College for Teachers), Baltimore, Md. School of journalism. Faculty: Folger McKinsey. Enrollment: 29. Publication: The Blue-Pencil. Co-educational.

Idaho, University of, Moscow, Idaho. Courses under direction of English Department. Faculty: Edward F. Mason, Oren Fitzgerald, Alan Dailey. Enrollment: 58. Publications: Idaho Argonaut (semiweekly), Gem of the Mountains, Annual Blue Bucket, Idaho Forester, Idaho Engineer, Idaho Economic Bulletin. Organizations: Delta Sigma. Co-educational.

Illinois, University of, Urbana, Ill. Division of Journalism. Faculty: L. W. Murphy, Director, R. R. Barlow, J. F. Wright, V. L. Krannert, C. B. Davis, C. L. Allen, F. S. Seibert, Helen Peffer, F. D. Ball, B. Dickinson. Graduates: 270. Enrollment: 250. Publications: The Daily Illini, Illinois Magazine. Organizations: Kappa Tau Alpha, Sigma Delta Chi, Theta Sigma Phi, Pi Delta Epsilon, Alpha Delta Sigma, Gamma Alpha Chi, Sigma Upsilon. Awards: Freshman Scholarship Medals. Co-educational.

Indiana University, Bloomington, Ind. School of Journalism. Faculty: Joseph W. Piercy, Prof. Norman J. Radder, Associate Prof. Joseph A. Wright; Prof. Frank Elliott, publicity director; Miss Vivian Ross, Instructor. Enrollment: 225. Publication: Indiana Daily Student. Organizations: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

Iowa State College, Ames, Ia. Department of Journalism. Faculty: Blair Converse, head of department. Ass't., Prof. C. R. F. Smith; W. K. Charles, instructor. Enrollment: 25. Publications: Iowa State Student, Iowa Agriculturist (monthly), Iowa Homemaker (monthly), Iowa Engineer (monthly). Organizations: Sigma Delta Chi; Theta Sigma Phi. Co-educational.

Iowa State University, Iowa City, Ia. School of Journalism. Faculty: Frank Luther Mott, Director; Prof. J. H. Lazell; G. H. Gallup, Fred M. Pownall, Velma Critz Stout. Graduates: 42. Enrollment: 155. Publications: Daily Iowan, Frivol, Literary Magazine, Transit, Journal of Business. Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: 3 Honor Keys. Co-educational.

Iowa Wesleyan College, Mount Pleasant, Ia. Under English Department. Faculty: Calvin T. Ryan, director. Enrollment: 31. Publications: The Wesleyan News; The Wesleyan Magazine. Co-educational.

Kansas State Agricultural College, Manhattan, Kan. Department of Journalism. Faculty: Dept. head, C. E. Rogers; Professor E. T. Keith; Associate Professor Maynard W. Brown; Assistant Professors E. M. Amos, F. E. Charles, Helen Pansy Hostetter. Graduates: 143. Enrollment: 169. Publications: Kansas State Collegian, Kansas Industrialist, Brown Bull, Kansas Agricultural Student, Kansas State Engineer, Home Economic News. Organizations: Sigma Delta Chi, Theta Sigma Phi, National Quill Club. Awards: Capper Medal. Faculty award for outstanding press team. Co-educational.

Kansas, University of, Lawrence, Kans. Department of Journalism (est. 1911). Faculty: Prof. L. N. Flint, head of department; Helen O. Mahin, Associate Professor; Assistant Professor: W. A. Dill, Ivan Benson. Assistant instructors, Jack Kistler, Alfred J. Graves, George F. Church. Enrollment: 391. Publications: University Daily Kansan, The Sour Owl, The Kansas Editor (occasional), The High School Newspaper (quarterly), The University News Letter. Organizations: Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma, K. U. Press Club. Co-educational.

Lombard College, Galesburg, Ill. Course under direction of English Department. Faculty: Prof. Lowell F. Huelster. Enrollment: 300. Publications: Lombard Review (weekly); The Stroller (year book). Awards: Journalistic "L" Pin. Co-educational.

Lon Morris College, Jacksonville, Tex. Faculty: E. M. Stanton. Enrollment: 14. Co-educational.

Louisiana State University, Baton Rouge, La. Journalistic Department. Faculty: M. G. Osborn, Professor and head of department; M. M. Wilderson, Assistant Professor; Marjorie B. Arbour, instructor. Graduates: 30. Enrollment: 66. Publications: The Reveille, The Gumbo. Organizations: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

Marquette University, Milwaukee, Wis. College of Journalism. Faculty: John Danihy, S. J. Dean, J. O'Sullivan, Walter Mattison, Charles Lechleidner. Graduates: 110. Enrollment: 135. Publications: Marquette Tribune, Journal and Hilltop. Organizations: Sigma Delta Chi, Gamma Theta Phi. Co-educational.

Maine, University of, Orono, Maine. Courses under English Department. Faculty: Frederick

(Continued on page 235)

SCHOOLS OF JOURNALISM OF THE U. S.

(Continued from page 234)

G. Fassett, Jr. Enrollment: 12. Publications: Maine Campus, Weekly Maine Spring (literary quarterly), Prism (annual), Forestry Magazine (annual). Organization: Kappa Gamma Phi (local). Co-educational.

Minnesota, University of, Minneapolis, Minn. Department of Journalism (est. 1916). Faculty: Edward Marion Johnson, Chairman and Professor of Journalism; Clarence E. Cason, Assistant Prof.; Thomas E. Steward, Assistant Prof.; Bruce R. McCoy, Instructor; William P. Kirkwood, Prof. of Rural Journalism; Roland S. Vaile, Prof. Marketing and Advertising. Graduates: 9. Enrollment, 187. Publications: The Minnesota Daily, The Gopher (annual), The Minnesota Alumni Weekly, The Minnesota Quarterly, The Techno-Log, The Gopher Countryman, The Ski-U-Wah (humor magazine), The Scholastic Editor, The Gopher Business News, The Minnesota Mentor. Organizations: Sigma Delta Chi, Pi Delta Epsilon, Theta Sigma Phi, Minnesota Press Club. Awards: Stillwell Scholarship. Co-educational.

Mercer University, Macon, Ga. School of Journalism. Faculty: Prof. M. Virginia Garner, Prof. E. B. Talk, Prof. Mark S. Ethridge. Graduates: 30. Enrollment: 50.

Michigan State College, East Lansing, Mich. Courses under direction of English Department. Faculty: Albert Henry Nelson. Enrollment: 30. Publication: Michigan State News. Organizations: Pi Delta Epsilon. Co-educational.

The Milton College, Milton, Wis. Courses under direction of English Department. Faculty: O. T. Babcock. Publications: The Milton College Review, The Milton College Fides, The Milton College Carmina. Co-educational.

Missouri, University of, Columbia, Mo. School of Journalism. Faculty: Walter Williams, LL. D., Hermann Benjamin Almstedt, B. L., Ph. D., John Sites Ankeney, A. B., Jay Wm. Hudson, A. B., A. M., Ph. D., Frank Lee Martin, A. B., James Harvey Rogers, Ph. D., Frank Fletcher Stephens, Ph. D., Frances Dabney Crinstead, B. J.; Frederick Monroe Tisdel, A. B., A. M., Ph. D.; Jacob Warshaw, Ph. D.; Robert Stanley Mann, B. J., M. S.; John Harold Casey, B. J.; Emery Kennedy Johnson, B. J.; Thomas Cecil Morelock, B. J.; A. M., Eugene Webster Sharp, B. J., A. M.; Helen Josephine Scott, A. B., B. J.; Thomas Leslie Yates, B. J.; Wm. Henry Lathrop. Enrollment: 296. Graduates: 829. Publications: The Columbia Missourian, The Missourian Magazine (weekly), The Columbia Herald-Statesman. Organizations: Kappa Tau Alpha, Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma, Gamma Alpha Chi. Awards: John W. Jewell scholarships, Eugene Field scholarship, Jay L. Torrey scholarship; two prizes by the China Weekly Review; Prize by Homer Coby. Co-educational.

Monmouth College, Monmouth, Ill. Courses under English Department. Faculty: L. E. Robinson. Enrollment: 49. Publication: Monmouth College Oracle. Co-educational.

Montana State University, Missoula, Mont. School of Journalism. Faculty: A. L. Strong, dean; R. L. Housman, Inez M. Abbott. Enrollment: 187. Publications: The Kalmin, Sentinel, Incinerator. Organizations: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

Nebraska, University of, Lincoln, Neb. School of Journalism. Faculty: Forrest Clifford Blood, Robert Platt Crawford, James Ernest Lawrence, Gayle Courtney Walker. Graduates: 58. Enrollment: 170. Publications: The Daily Nebraskan, The Cornhusker, The Cornhusker Countryman, The Awgwan. Organizations: Sigma Delta Chi, Theta Sigma Phi, Gamma Alpha Chi. Co-educational.

New York University, New York, N. Y. Department of Journalism. The department is separate and has no connection with the English department. Director, James Melvin Lee, Litt.D. Other faculty members: Leon Rutledge Whipple, Henry Bailey Rathbone, Sylvia Chatfield Bates, Loren H. Milliman, John Farrar, Rolland B. Moore, Paul A. Tierney, Gilbert W. Gabriel, Archie H. Bittner, Herbert S. Gorman, Gordon Lawrence, Robert E. Ramsay. Special awards: The William Bradford Memorial Fellowship in Journalism. The school is co-educational.

Nevada, University of, Reno, Nev. Courses under English Department. Faculty: Associate Prof. A. L. Higginbotham. Enrollment: 32. Publications: The U. of N. Sagebrush, The Artemisia, The Desert Wolf. Co-educational.

North Dakota, University of, Grand Forks, N. D. School of Journalism. Faculty: F. E. Bump, Jr., Assistant Professor and Director; Joseph H. Mader, Instructor; Josephine Hosch, Student Assistant. Graduates: 31. Enrollment: 52. Publications: Dacotah Daily Student, The Dacotah. Organization: Sigma Delta Chi, Matrix. Co-educational.

North Dakota Agricultural College, Fargo, N. D. Journalism under English Department. Faculty: T. Worden Johnson. Enrollment: 19. Publications: The Bison (annual), The Spectrum, The North Dakota State College Engineer. Organizations: Gamma Tau Sigma. Co-educational.

Northland College, Ashland, Wis. Courses under English Department. Faculty: N. B. Dexter. Enrollment: 22. Publications: The Wedge (annual), Student Life (weekly). Co-educational.

Northwestern University, Medill School of Journalism, Evanston, Ill. Faculty: H. F. Harrington, Professor of Journalism, and Director of School of Journalism; Baker Brownell, Prof. of Contemporary Thought; Walter K. Smart, Professor of English; Theodore Ballou Hinkley, Instructor in Dramatic Criticism; Lewis W. Hunt, Instructor in News Editing; W. A. Kittredge, Instructor in Mechanics of Publishing; Lewis Harper Leech, Supervisor Chicago Newspaper Laboratory; John A. Menaugh, Assistant; Edwin C. Johnson, Assistant in reporting and writing; Vaughn Bryant, Assistant Professor of Journalism; Leland Case, Assistant Professor of Journalism; Joseph Hicks, Instructor; Oscar Newland Taylor, Assistant in reporting and writing; Carl N. Warren, Assistant; Elmo Scott Watson, Instructor in Journalism. Graduates: 120. Enrollment: 275. Publications: Daily Northwestern, Scrawl, Syllabus, Purple Parrot, Northwestern Commerce. Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: Bastian Honor Key; Tribune award of position on staff for best student. Co-educational.

Notre Dame, Notre Dame, Ind. Separate school of journalism. Faculty: John M. Cooney, Ph. D., Director; Edward J. Meehan, F. A. Miller, McCready Huston, Thomas Kohop, Sidney Whipple. Graduates: 131. Enrollment: 59. Publications: Scholastic, Juggler, Santa Maria, Dome.

Occidental College, Los Angeles, Cal. Courses under direction of English Department. Faculty: Carlton A. Sheffield. Enrollment: 40. Publications: The Occidental, Tawney Kat. Co-educational.

Ohio State University, Columbus, O. School of Journalism. Faculty: Joseph S. Myers, Director; Osman C. Hooper, Lester C. Getzloe, Harry E. O'Brien, J. Lewis Morrill. Graduates: 150. Enrollment: 245. Publications: The Daily Ohio State Lantern. Organizations: Sigma Delta Chi, Theta Sigma Phi, Pi Delta Epsilon. Awards: Robert F. Wolfe Medal. Co-educational.

Ohio Wesleyan University, Delaware, O. Courses in Journalism under English Department. Faculty: Douglass W. Miller. Enrollment: 32. Publications: Ohio Wesleyan Transcript, Delaware Daily Gazette, Delaware Daily Journal-Herald. Organizations: Pi Delta Epsilon. Awards: Wm. E. Smyser Cup. Co-educational.

Ohio University, Athens, O. Department of Journalism. Faculty: George Starr Lasher, head of department; Wesley H. Maurer, Assistant Professor; Harold A. Moore, Instructor. Graduates: 15. Enrollment: 55. Students do laboratory work on the Athens Messenger. Co-educational.

Oklahoma, University of, Norman, Okla. School of Journalism. Faculty: H. H. Herbert, Director; John H. Casey, Associate Professor; Fayette Copeland, Miss Grace E. Ray, Miss May Frank. Graduates: 85. Enrollment: 121. Publications: Oklahoma Daily, Whirlwind, Sooner State Press, Oklahoma News Bulletin, Sooner Student. Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: Sigma Delta Chi Medal. Co-educational.

Oregon, University of, Eugene, Ore. School of Journalism. Faculty: Eric W. Allen, Dean; George Turnbull, Arthur Caylor, W. F. S. Thacher, Robert C. Hall, George H. Godfrey, Carlton Spencer. Graduates: 160. Enrollment: 205. Publications: Oregon Exchanges, Oregon Daily Emerald, Gold Dragon. Organizations: Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma, Sigma Upsilon. Awards: Small awards for news work. One scholarship. Prizes. Co-educational.

Oregon Agricultural College, Corvallis, Ore. Department of Industrial Journalism. Faculty: Frank L. Snow, dean; C. J. McIntosh, John C. Burtner. Enrollment, 350. Publications: Barometer, Beaver, Oregon State Directory, Annual Cruise, Manuscript, Oregon State Technical Record, Oregon Countryman, Orange Owl. Awards: Loving cups. Co-educational.

Pennsylvania State College, State College, Pa. Courses under the direction of the English Department. Faculty: Prof. W. F. Gibbons, Prof. F. C. Banner. Graduates: 80. Enrollment: 140. Publication: The Penn State Collegian. Organizations: Pi Delta Epsilon. Co-educational.

Redlands, University of, Redlands, Cal. Courses under English Department. Faculty: Mrs. Ruth E. Sargent. Publication: Campus. Enrollment: 24. Organizations: Local Press Club. Awards: Membership in Press Club. Co-educational.

Rutgers University, New Brunswick, N. J. Department of Journalism. Faculty: Professor Allen Sinclair Will, director; Hubert R. Ede, Associate Professor. Graduates: 27. Enrollment: 79. New Jersey Press Association Scholarship, $100.

Southern Methodist University, Dallas, Tex. School of Journalism. Faculty: A. F. Henning, Miss Irene Freeman. Graduates: 11. Enrollment: 41. Publication: Semi-Weekly Campus. Organizations: Sigma Phi (girls), Alpha Delta Epsilon (boys) Local. Co-educational.

Stanford University, Palo Alto, Cal. School of Journalism. Faculty: E. W. Smith, Buford O. Brown, Frank Taylor, J. D. Taylor. Graduates: 45. Enrollment: 29. Publications: The Stanford Daily, The Literary, The Chaparral, The Quad. Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: Scholarships and Prizes. Co-educational.

St. Bonaventure College, Allegany, N. Y. Journalistic Courses under direction of English Department. Faculty: Prof. Irving R. Bacon. Enrollment: 12. Publications: The Bona Venture, The Laurel. Awards: Laurel Key. Co-educational.

South Carolina, University of, Columbia, S. C. School of Journalism. Faculty: J. Rion McKissick, Dean; Prof. Havilah Babcock. Enrollment: 69. Publications: The Gamecock, The Carolinian, The Garnet and Black. Awards: The Beaufort Watts Ball Scholarship. Co-educational.

South Dakota, University of, Vermilion, S. D. School of Journalism (est. 1915). Faculty: E. G. Trotzig, acting head of department; G. H. Holmes, G. R. Breckenridge. Graduates: 90. Enrollment: 120. Publications: The Volante, The Wet Hen, Coyote, The Scribbler. Organization: Sigma Delta Chi. Awards: Sigma Delta Chi Scholarship. Co-educational.

Southern California, University of, Los Angeles, Cal. Courses under English Department. Faculty: Roy L. French, Associate Professor; Marc N. Gladnow, lecturer. Graduates: 40. Enrollment: 70. Publications: Trojan, Wampus, El Rodeo. Organizations: Pi Delta Epsilon, "By Liners." Co-educational.

St. Mary's College, Notre Dame, Ind. School of Journalism. Faculty: Sister Maria Pieta, Dr. John M. Cooney, McCready Huston. Enrollment: 21. Publications: The Chimes, Static, Blue Mantle.

Syracuse University, Syracuse, N. Y. Department of Journalism. Faculty: Prof. John O. Simmons, Director; Samuel Cahan, Instructor; Dr. Paul M. Paine, Prof. Arthur J. Brewster. Graduates: 73. Enrollment: 81. Publications: Syracuse Daily Orange, Orange Peel, The Cub Reporter. Organizations: Sigma Delta Chi, Pi Delta Epsilon, Theta Sigma Phi. Awards: Scholarship. Co-educational.

Swarthmore College, Swarthmore, Pa. Journalism being taught to freshman candidates for positions on college paper. Faculty: Roy P. Lingle. Enrollment: 560. Publications: College Weekly, Swarthmore Phoenix, The Portfolio, Halcyon. Organizations: Phi Delta Upsilon, Delta Iota Delta. Co-educational.

Temple University, Broad St. and Montgomery Ave., Philadelphia, Pa. School of Journalism. Faculty: Henry L. Birdsong, head of department; Charles A. Wright, Dr. Harvey M. Watts, Lecturer. Enrollment: 81. Publications: Temple University News, The Templar. Co-educational.

Texas Christian University, Fort Worth, Tex. School of Journalism. Faculty: J. Willard Riding, head of department. Enrollment: 29. Publications: The Skiff, T. C. U. News Service. Co-educational.

Texas, University of, Austin, Tex. School of Journalism. Faculty: Paul J. Thompson, chairman; W. D. Hornaday, W. L. McGill, DeWitt Reddick, An. Carter, Miss Ethel L. Barnes, Assistants. Enrollment: 147. Publication: The Daily Texan. Organizations: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

Trinity University, Waxahachie, Texas. School of Journalism. Faculty: Lester Jordan, M. S. J. Publication: Weekly Trinitonian. Co-educational.

University of Tulsa, Tulsa, Okla. Journalism under direction of English Department. Faculty: Amos L. Herold, Ph. D. Enrollment: 12. Publications: Tulsa Collegian. Co-educational.

Tulane University, New Orleans, La. School of Journalism. Faculty: George E. Simmons. Enrollment: 26. Publication: The Tulane Hullabaloo. Organizations: Theta Nu. Co-educational.

University of Toledo, Toledo, Ohio. Courses under direction of English Department. Faculty: C. R. Corbin, W. E. Hall. Enrollment, 22. Publications: Campus Collegian, Blockhouse. Co-educational.

Washington & Jefferson College, Washington, Pa. Courses under direction English Department. Faculty: Professor W. R. MacLeod, E. K. Maxfield. Publications: Red and Black. Organizations: Pi Delta Epsilon. Awards: Editorships of college paper. Membership in Fraternity.

Washington, University of, Seattle, Wash. School of Journalism. Faculty: Vernon M'kenzie, Robert W. Jones, Byron Christian, K. B. Jones, Fred Kennedy. Graduates: 300. Enrollment: 71. Publication: Daily Tyee, Columns. Co-educational.

West Virginia University, Morgantown, W. Va. School of Journalism. Faculty: P. I. Reed, William A. Evans. Graduates, 17. Enrollment, 90. Publications: The Athenaeum, The Agriculturist, Monticolo. Organizations: University Press Club; The Matrix. The Journaliers; The Scribblers Club. Co-educational.

Sullins College, Bristol, Va. Course in journalism under direction English Department. Faculty: L. Spragins. Enrollment, 7. Publications: The Virginia Muddle, The Sampler. Junior College for girls.

Wisconsin, University of, Madison, Wis. School of Journalism. Faculty: Willard Grosvenor Bleyer, Director; Grant M. Hyde, Chilton R. Bush, Kenneth E. Olsen, Helen M. Patterson, Andrew W. Hopkins, Wm. A. Sumner, Grace Langdon, Edward H. Gardner, R. B. Aurner, D. B. Fellows. Publications: Daily Cardinal, Wisconsin Literary Magazine, Octopus, Wisconsin Country Magazine, Wisconsin Engineer, Badger. Organizations: Sigma Delta Chi, Theta Sigma Phi, Coranto, University Press Club. Co-educational.

Washburn College, Topeka, Kansas. School of Journalism. Faculty: R. Burkholder. Enrollment: 50. Publication: Washburn Review. Co-educational.

Western Maryland College, Westminster, Md. Journalism taught under direction of English Department. Faculty: Miriam Byrd Drydess. Enrollment: 9. Publication: The Gold Bug. Co-educational.

Westminster College, New Wilmington, Pa. Course under direction of English Department. Faculty: Prof. Robert X. Graham, Instructor in Journalism, Director College News Bureau. Enrollment: 24. Publication: The Holcad. Organizations: Tau Gamma Delta, Psi Nu. Co-educational.

West Virginia College, Morgantown, West Virginia. School of Journalism. Faculty: P. I. Reed, Ph. D., head; William A. Evans, Instructor. Graduates: 17. Enrollment: 14. Publications: The Athenueum, tri-weekly. The Agriculturist, Scribbler, Monticolo. Organizations: University Press Club, The Mutriv, The Journaliers, the Scribbler Club. Co-educational.

Wittenberg College, Springfield, O. Courses under English Department. Faculty: Karl G. Lind. Enrollment: 26. Publications: The Wittenberg Torch, The Witt. Organization: Scroll and Quill. Awards: Silver Cups. Co-educational.

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41.45% Prefer The Chronicle

for shopping information (advertising news)

and that only

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and that only

17.10% Prefer the Other Evening Paper

while

13.43% Have No Conscious Choice and 4.54%

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National Representatives

NEWSPAPER LINAGE, 23 CHIEF CITIES, 1914-1927

NEWSPAPER linage for 1927 of the 107 newspapers in 23 leading American cities resented for the past 12 years by **Editor & ublisher** shows approximately a 3.9 per cent ss over the record of 1925.

The chart on the next page traces the course f newspaper advertising in these 23 cities from anuary 1, 1914, to the end of 1927 and is the ly comprehensive record covering the newsaper advertising business during that period.

Newspapers which are included in the 1924 abulation are listed below:

Atlanta Constitution, Atlanta Georgian American, Atlanta Journal, Baltimore American, Baltimore News, Baltimore Sun, Baltimore Evening un, Birmingham Age-Herald, Birmingham News, Boston American, Boston Globe, Boston Herald and Traveler, Boston Post, Boston Telegram, Boston Transcript, Buffalo Post, Buffalo Courier and Star-Enquirer, Buffalo Express, Buffalo News, Buffalo Times, Chicago American, Chicago Daily News, Chicago Herald & Examiner, Chicago Journal, Chicago Post, Chicago Tribune, Cincinnati Commercial Tribune, Cincinnati Enquirer, Cincinnati Post, Cincinnati Times-Star, Cleveland News and Sunday News, Cleveland Plain Dealer, Cleveland Press, Detroit Free Press, Detroit News, Detroit Times, Houston Chronicle, Houston Post-Dispatch, Houston Press, Indianapolis News, Indianapolis Star, Indianapolis Times. Kansas City Journal, Kansas City Post, Kansas City Star and Times, Los Angeles Express, Los Angeles Herald, Los Angeles Record, Los Angeles Examiner, Los Angeles Times, Milwaukee Journal, Milwaukee Leader, Milwaukee Sentinel, Wisconsin Milwaukee News and Sunday Sentinel-Telegram, Minneapolis Journal, Minneapolis Tribune, New Orleans Item-Tribune, New Orleans States, New Orleans Times-Picayune, New York American, Brooklyn Eagle, Brooklyn Times, Brooklyn Standard Union, New York Graphic, New York Commercial, New York Mirror, New York Evening Post, New York Sun (Jan. 1-June 2, 1928); New York Evening Telegram, New York Evening World, New York Daily News, New York Times, New York Herald Tribune, New York World, Philadelphia Bulletin, Philadelphia Inquirer, Philadelphia Public Ledger, Philadelphia North American, Philadelphia Record, Portland Oregon Journal, Portland Oregonian, Portland Telegram, Portland News, St. Louis Globe-Democrat, St. Louis Post-Dispatch, St. Louis Star, St. Louis Times, St. Paul Dispatch, St. Paul Pioneer Press, San Francisco Bulletin, San Francisco Examiner, San Francisco Chronicle, San Francisco Daily News, San Francisco Call-Post, San Francisco Journal, Washington Post, Washington Star, Washington Times, Washington Herald and Washington News.

1927

	Jan.	Feb.	March	April	May	June	July	August	September.	October.	November.	December	City Total
tlanta	1,811,198	2,348,140	2,904,471	2,239,790	2,259,908	1,861,083	1,671,089	2,375,039	2,628,967	3,322,706	3,016,939	2,771,908	29,211,238
altimore	4,060,995	3,748,292	4,554,530	4,803,285	4,607,070	4,256,157	3,644,976	3,425,613	4,323,211	4,901,966	4,654,527	4,322,802	51,303,424
irmingham	2,397,906	2,470,426	2,774,240	2,818,690	2,780,358	2,494,548	2,336,894	2,171,932	2,587,998	2,837,688	2,685,200	2,805,824	31,161,704
oston	6,241,732	5,207,902	6,685,942	6,954,777	7,137,870	6,371,211	5,049,330	4,940,862	6,237,611	7,199,167	7,051,285	7,027,418	76,105,107
uffalo	2,817,163	2,546,719	3,188,245	3,648,129	3,653,136	3,318,056	2,628,452	2,651,464	3,211,567	3,684,229	3,457,673	3,679,625	38,484,458
hicago	6,865,101	6,826,284	8,082,717	8,524,614	8,603,688	7,622,649	5,931,603	6,334,983	7,518,765	8,716,308	7,934,367	7,622,259	90,583,338
incinnati	3,355,200	3,238,500	3,887,100	3,963,600	4,086,000	3,498,600	3,077,700	2,964,900	3,403,500	3,864,600	3,918,900	3,933,300	43,191,900
leveland	3,362,400	3,282,750	3,891,900	4,172,100	4,262,250	3,679,500	3,058,425	3,235,525	3,681,825	4,164,150	3,954,750	3,696,975	44,442,550
etroit	4,842,306	4,370,422	5,314,722	5,301,114	5,507,040	4,911,990	4,122,902	4,086,250	4,854,108	5,515,104	4,924,486	4,683,532	58,433,976
louston	2,866,108	2,649,448	3,036,768	3,327,044	3,253,180	2,820,776	2,634,744	2,421,700	2,981,440	3,428,040	3,261,090	3,524,206	36,204,544
ndianapolis	2,670,003	2,678,553	3,167,112	3,451,944	3,400,714	3,141,825	2,701,818	2,610,333	2,919,066	3,359,019	3,154,710	3,341,214	36,596,311
ansas City	2,865,272	3,021,598	3,406,430	3,492,675	3,619,729	3,173,629	2,744,652	2,738,178	3,253,930	3,573,703	3,525,617	3,379,093	38,794,506
os Angeles	6,869,758	6,249,515	7,134,598	7,492,085	7,412,555	6,904,319	6,178,105	5,975,241	6,591,126	7,020,260	6,684,467	6,423,807	80,935,836
filwaukee	2,614,279	2,453,820	3,077,620	3,394,676	3,741,590	3,148,628	2,521,961	2,482,539	3,168,314	3,705,741	3,498,571	3,213,360	37,021,099
linneapolis	2,588,505	2,457,149	2,740,944	3,250,054	3,257,311	2,958,398	2,432,782	2,616,951	2,930,168	3,151,069	2,964,004	2,840,087	34,187,422
lew Orleans	3,533,088	3,405,518	3,880,555	4,214,643	3,759,568	3,718,174	3,273,751	3,191,850	3,645,737	4,225,481	4,022,699	4,697,634	45,568,698
lew York	14,972,937	12,897,292	15,287,006	15,708,572	15,583,260	14,346,018	10,989,672	11,080,160	14,920,902	17,208,422	15,827,140	14,719,484	173,540,865
hiladelphia	6,213,693	5,683,455	6,771,104	7,057,404	7,208,538	6,651,673	5,167,175	5,083,179	6,361,403	8,260,527	7,592,104	6,937,458	78,987,713
ortland, Ore.	2,837,756	2,675,401	3,182,813	3,393,782	3,257,941	3,046,540	2,374,316	2,464,194	2,709,714	2,751,294	3,046,718	3,176,610	34,917,079
t. Louis	3,663,520	3,821,420	4,288,900	4,445,040	4,380,220	3,820,880	3,079,380	3,309,580	3,876,780	4,444,220	4,455,020	4,304,600	47,889,560
t. Paul	2,047,682	2,297,456	2,434,182	2,862,594	2,698,346	2,271,290	1,976,184	2,165,450	2,298,478	2,773,092	2,475,690	2,279,048	28,579,492
an Francisco	4,546,312	4,065,274	4,825,937	4,830,978	4,970,728	4,424,119	4,011,980	4,130,329	4,339,545	4,868,301	4,690,758	4,379,310	54,083,571
Vashington	4,532,904	4,320,267	5,028,389	4,921,033	4,931,566	4,311,359	3,777,176	3,608,529	4,593,235	5,201,039	4,879,937	4,966,226	55,071,660
Totals	98,575,818	92,715,601	109,546,225	114,268,623	114,372,566	102,751,422	85,385,067	86,064,781	103,037,390	118,176,126	111,676,652	108,725,780	1,245,296,051

1926

	Jan.	Feb.	March	April	May	June	July	August	September	October	November	December	City Total
tlanta	1,049,468	1,068,186	1,314,124	1,330,770	1,422,988	1,207,682	1,867,908	1,213,142	2,064,452	2,500,722	2,783,221	1,205,734	19,028,397
altimore	4,190,236	3,785,164	4,767,752	4,952,953	4,962,662	4,753,800	3,981,258	3,727,688	4,409,392	5,306,546	4,919,040	4,466,247	54,222,738
irmingham	2,404,136	2,324,896	2,932,986	3,045,182	2,963,534	2,660,182	2,445,282	2,615,788	2,693,586	3,155,754	2,827,006	2,804,732	32,873,064
oston	6,388,169	5,076,196	7,008,130	6,987,201	7,501,700	6,640,566	5,188,306	5,365,587	6,396,915	7,551,777	6,940,076	6,893,269	77,932,892
uffalo	3,566,538	3,016,093	4,008,624	4,120,377	4,135,191	3,670,378	2,726,149	2,915,894	3,270,390	4,010,900	3,441,153	3,498,743	42,380,430
hicago	7,456,296	6,882,489	8,223,657	8,392,422	8,803,542	7,770,381	6,128,904	6,459,081	7,753,155	9,132,900	7,925,283	7,503,963	92,432,073
incinnati	3,195,600	2,986,500	3,762,300	3,840,300	3,892,800	3,380,400	2,988,900	2,959,500	3,382,500	4,152,000	3,977,700	3,879,600	42,398,100
leveland	3,579,000	3,312,150	4,061,625	4,396,350	4,315,575	3,886,125	3,260,250	3,522,975	3,901,575	4,431,300	4,160,625	3,752,175	46,579,725
etroit	5,271,000	4,696,090	5,739,426	5,868,814	5,995,976	5,498,010	4,611,572	4,997,258	5,650,246	6,235,838	5,450,788	4,993,982	65,009,000
louston	2,611,890	2,297,666	3,017,756	3,040,366	3,091,004	2,631,398	2,483,348	2,337,030	2,770,306	3,512,684	2,935,226	3,135,426	33,864,100
ndianapolis	2,927,325	2,757,183	3,283,662	3,343,650	3,458,196	3,142,737	2,746,095	2,712,798	3,099,069	3,489,945	3,295,476	3,381,780	37,637,916
ansas City	2,986,655	3,083,983	3,589,232	3,595,023	3,819,250	3,392,653	3,110,079	2,977,472	3,326,396	3,796,578	3,564,815	3,365,865	40,608,001
os Angeles	7,009,582	6,658,414	7,655,724	7,252,857	7,440,254	6,920,147	6,265,147	6,505,892	6,664,786	7,733,127	7,092,980	6,981,057	84,179,967
filwaukee	2,625,054	2,451,417	3,099,391	3,306,255	3,509,136	3,047,253	2,499,950	2,487,618	3,032,993	3,715,242	3,390,275	3,209,876	36,374,460
linneapolis	2,861,797	2,640,647	3,157,829	3,464,852	3,392,315	3,139,903	2,539,001	2,810,162	3,076,612	3,478,544	3,121,281	2,888,039	36,570,982
lew Orleans	3,587,340	3,145,463	4,263,038	4,351,672	4,438,086	3,972,848	3,561,339	3,554,919	3,688,107	4,417,148	4,240,042	4,645,478	47,865,480
lew York	15,682,520	13,047,666	15,642,260	15,904,214	16,324,002	14,822,812	10,908,848	11,977,976	14,661,922	17,682,776	15,557,452	14,731,697	176,944,145
hiladelphia	7,031,915	6,061,023	7,625,842	7,546,630	7,626,797	7,127,937	5,526,833	5,477,088	6,639,448	8,014,996	7,925,283	6,417,300	83,021,092
ortland, Ore.	3,997,187	2,818,277	3,487,780	3,580,170	3,632,467	3,351,523	2,852,613	2,994,474	3,149,524	3,542,202	3,168,788	3,316,781	39,891,786
t. Louis	3,925,740	3,848,460	4,573,500	4,689,820	4,611,640	4,121,620	3,388,120	3,838,820	4,328,880	4,934,620	4,580,560	4,556,340	51,398,120
t. Paul	2,060,282	2,210,180	2,537,962	2,776,144	2,652,678	2,532,572	2,130,898	2,484,944	2,435,790	2,849,994	2,573,718	2,351,776	29,596,938
an Francisco	4,695,448	4,278,241	5,297,477	4,955,773	5,075,521	4,509,167	4,350,132	4,794,285	4,473,405	5,305,784	4,769,394	4,671,008	57,175,635
Vashington	4,537,534	4,088,160	5,049,102	5,129,882	5,233,163	4,704,398	4,113,736	4,050,532	4,804,512	5,816,882	5,417,065	5,192,799	58,137,765
Total by months	103,640,712	92,534,544	114,094,179	115,871,677	118,298,477	106,884,492	89,674,668	92,780,923	105,673,961	124,768,259	114,417,247	107,843,667	1,286,122,806

1925

	Jan.	Feb.	March	April	May	June	July	August	September	October	November	December	City Total
tlanta	1,521,342	1,670,237	2,246,533	2,314,198	2,332,777	1,906,750	1,589,201	1,713,150	1,837,000	2,349,407	2,310,894	2,193,989	23,984,478
altimore	3,652,048	3,448,315	4,470,615	4,653,973	4,701,949	4,130,088	3,593,853	3,487,251	4,294,816	5,341,261	5,157,732	4,524,654	51,456,555
irmingham	2,217,446	2,166,262	2,800,980	2,550,240	2,639,924	2,346,022	2,168,796	2,374,078	2,430,694	2,927,512	2,876,076	2,731,274	30,229,304
oston	5,138,065	4,915,420	6,231,902	6,431,712	6,531,910	5,894,960	4,910,796	4,858,382	6,180,374	7,428,586	7,285,024	7,056,937	72,864,068
uffalo	3,265,325	2,879,168	3,705,469	3,995,259	3,839,289	3,339,170	2,771,789	2,856,336	3,619,552	4,601,002	4,079,348	4,125,085	43,076,792
hicago	6,936,801	6,119,461	7,501,164	7,827,463	7,855,362	7,081,584	5,725,554	6,036,603	7,379,508	8,825,275	8,255,148	7,643,157	87,187,085
incinnati	3,204,300	2,938,500	3,494,100	3,668,700	3,717,900	3,242,100	2,788,200	2,903,400	3,267,000	3,842,700	3,810,300	3,792,000	40,669,200
leveland	3,363,675	3,163,275	3,990,975	4,210,722	4,270,800	3,736,725	3,310,725	3,415,125	3,783,225	4,467,675	4,428,825	4,071,675	46,213,422
etroit	4,552,436	4,267,634	5,415,130	5,673,178	5,912,956	4,962,342	4,393,970	4,596,410	5,261,032	6,067,096	6,083,742	5,527,536	62,713,462
louston	2,093,938	2,068,836	2,664,172	2,624,720	2,961,658	2,387,336	2,095,968	2,145,696	2,255,652	2,717,610	2,928,842	2,682,456	29,626,884
ndianapolis	2,836,223	2,534,598	3,234,096	3,427,305	3,563,721	2,997,208	2,675,445	2,644,281	2,861,742	3,632,151	3,472,170	3,475,818	37,354,758
ansas City	2,687,883	2,882,659	3,279,622	3,219,856	3,319,278	3,021,927	2,603,652	2,748,319	3,270,632	3,651,750	3,635,770	3,395,584	37,716,934
os Angeles	7,034,590	6,391,784	7,503,762	7,541,925	7,304,266	6,605,677	5,978,784	6,208,240	6,476,612	7,503,481	7,580,086	7,043,124	82,772,331
filwaukee	2,527,367	2,390,848	2,983,965	3,063,331	3,429,972	2,732,554	2,302,895	2,395,131	2,946,609	3,619,312	3,431,700	3,197,765	35,020,439
linneapolis	2,606,161	2,316,171	2,941,644	3,120,522	3,117,572	2,805,830	2,351,611	2,656,249	3,001,538	3,447,051	3,013,431	3,069,615	34,447,395
lew Orleans	3,266,239	2,856,942	3,887,203	3,841,277	3,792,929	3,314,041	3,133,904	3,181,852	3,497,204	4,119,984	4,416,327	4,888,088	44,198,990
lew York	14,058,490	11,989,276	14,751,474	14,484,214	14,839,352	13,048,914	10,466,714	11,060,332	14,042,550	17,387,908	16,760,414	15,369,510	168,259,148
hiladelphia	6,991,402	6,528,757	8,058,917	7,931,376	7,199,352	6,803,305	5,316,323	5,308,487	6,927,589	8,521,057	8,467,879	6,993,348	85,037,742
ortland, Ore.	2,868,166	2,771,417	3,319,431	3,264,223	3,490,685	3,092,022	2,812,726	2,944,485	3,357,586	3,670,647	3,704,207	3,451,832	38,747,427
t. Louis	3,477,860	3,453,620	4,455,860	4,551,360	4,410,900	3,776,960	3,133,660	3,612,220	4,075,060	4,904,920	4,819,000	4,485,180	49,356,600
t. Paul	1,941,688	2,025,674	2,323,538	2,537,622	2,503,452	2,232,958	1,917,412	2,248,456	2,393,062	2,910,782	2,590,014	2,436,490	28,056,168
an Francisco	4,415,433	4,073,012	4,914,353	4,852,730	5,101,195	4,388,219	4,023,612	4,523,178	4,308,375	5,168,506	5,131,587	4,880,225	55,780,425
Vashington	3,891,484	3,699,607	4,506,114	4,358,080	4,669,145	4,052,470	3,565,690	3,682,626	4,409,097	5,149,709	5,444,634	5,162,693	52,591,349
Totals by Mos	94,548,362	87,551,473	108,681,019	109,930,953	111,506,344	98,709,162	83,630,880	87,600,287	101,876,509	122,192,382	119,683,150	112,108,035	1,237,360,956

1924

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Year's Total
tlanta	2,106,678	2,446,202	2,749,666	2,814,026	2,945,040	2,468,418	2,122,932	2,103,220	2,540,034	3,007,318	2,761,766	2,542,890	30,608,190
altimore	3,741,162	3,871,955	4,554,640	4,736,734	4,688,267	4,300,983	3,260,980	3,186,937	3,942,987	4,730,515	4,552,133	4,167,750	49,735,043
irmingham	1,832,544	1,882,258	2,123,226	2,178,862	2,176,570	2,072,602	1,805,314	1,739,626	1,940,022	2,324,924	2,251,718	2,118,130	24,445,796
oston	4,838,010	4,691,383	5,956,414	6,295,531	6,364,735	5,740,879	4,304,125	4,124,470	5,504,480	6,322,543	6,002,099	6,140,819	66,285,488
uffalo	3,229,477	2,817,119	3,451,807	4,035,704	3,850,251	3,419,641	2,523,691	2,297,420	3,197,555	3,822,923	3,473,447	3,898,894	40,017,929
hicago	6,689,319	6,034,053	7,317,081	7,923,456	7,628,415	7,160,784	5,166,507	5,121,837	6,879,096	7,710,093	7,294,281	5,375,120	80,300,042
incinnati	3,024,900	3,101,100	3,483,900	3,747,000	3,639,600	3,236,400	2,697,600	2,592,600	3,219,300	3,625,500	3,589,500	3,799,200	39,756,600
leveland	3,677,625	3,385,725	4,089,525	4,361,475	4,218,975	3,886,425	2,946,075	2,987,775	3,535,425	4,091,625	3,882,900	3,820,272	44,883,822
etroit	4,393,368	4,122,524	5,080,656	5,221,762	5,175,492	4,755,436	3,737,230	3,968,524	4,905,810	5,238,030	5,153,036	4,913,372	51,751,868
louston	2,444,232	2,462,986	2,956,716	2,729,804	2,781,688	2,544,486	2,295,356	2,010,246	2,346,932	2,724,680	2,719,486	2,597,778	30,614,390
ndianapolis	2,676,345	2,562,549	3,067,035	3,220,206	3,283,956	2,794,071	2,321,061	2,189,742	2,613,387	3,176,991	2,899,373	3,190,213	33,994,929
ansas City	2,650,110	2,817,380	3,185,239	3,447,155	3,458,517	3,233,906	2,774,624	2,822,405	3,205,784	3,482,026	3,341,599	3,243,779	37,662,524
os Angeles	7,779,001	8,138,375	8,668,310	7,828,474	7,829,000	7,338,225	6,418,824	6,418,758	6,864,805	7,573,177	7,382,011	7,280,036	89,718,996
filwaukee	2,677,157	2,522,372	3,130,258	3,387,080	3,288,922	2,830,314	2,103,059	2,416,025	2,801,826	3,336,248	3,229,002	3,263,361	34,985,624
linneapolis	2,490,544	2,618,801	2,692,112	3,048,430	2,954,450	2,736,012	2,123,871	2,370,359	2,669,449	3,213,728	2,902,768	2,794,828	32,615,352
lew Orleans	2,582,429	2,603,787	3,111,938	3,115,601	2,936,989	2,824,330	2,443,105	2,557,126	3,044,882	3,317,839	3,315,438	3,954,149	35,807,613
lew York	14,161,320	12,100,156	14,183,716	14,243,344	13,938,118	13,418,436	9,919,374	9,843,426	14,200,418	15,598,282	14,874,530	14,373,546	158,854,576
hiladelphia	7,052,909	6,627,931	7,684,230	8,048,469	7,901,209	7,514,860	5,445,409	5,380,504	6,863,079	8,121,604	7,843,872	7,196,507	85,680,583
ortland	2,723,630	2,804,886	3,116,806	3,239,698	3,197,446	3,106,040	2,701,776	2,774,912	3,103,576	3,365,908	3,364,914	3,298,218	36,797,810
t. Louis	3,549,080	3,659,460	4,301,560	4,559,000	4,338,940	4,006,060	2,961,620	3,195,920	4,098,360	4,624,620	4,347,180	4,317,300	47,959,100
t. Paul	1,876,574	2,143,386	2,382,730	2,585,282	2,566,816	2,166,934	1,766,912	1,890,420	2,104,426	2,494,310	2,313,472	2,234,366	26,525,628
an Francisco	4,259,259	4,329,474	4,961,875	4,786,440	4,922,473	4,400,392	3,731,441	4,186,819	4,330,114	4,994,337	4,686,185	4,805,292	54,394,101
Vashington	3,670,302	3,651,631	4,544,935	4,454,738	4,450,538	4,443,110	3,403,021	3,207,518	4,051,773	4,645,538	4,598,131	5,409,599	45,121,235
Totals by months	94,125,975	91,395,493	106,794,375	110,008,271	108,536,407	100,398,744	78,983,907	79,386,589	97,963,520	111,587,759	106,778,841	104,735,419	1,178,517,239

1923

	January	February	March	April	May	June	July	August	September	October	November	December	City Total
Atlanta	1,373,274	1,429,730	1,803,998	1,887,160	1,957,732	1,647,604	1,554,560	1,501,584	1,652,630	2,023,770	1,935,010	1,866,284	20,633,33
Baltimore	3,970,499	3,576.656	4,696,165	5,008,707	5,050,620	4,601,030	3,859,931	3,511,708	4,196,027	4,867,060	4,770,666	4,289,650	52,398,71
Birmingham	1,532,328	1,510,460	2,215,486	1,959,748	1,970,948	1,906,058	2,043,902	1,857,912	1,992,032	2,180,626	2,143,904	2,287,068	23,600,47
Boston	4,562,423	4,181,021	5,914,108	6,151,652	6,278,810	5,487,908	4,262,953	4,204,539	5,508,479	5,964,113	5,861,129	4,950,337	63,327,47
Buffalo	2,964,896	2,630,370	3,609,176	3,879,647	3,889,668	3,482,475	2,684,687	2,497,529	3,247,556	3,871,706	3,735,465	3,684,453	40,177,62
Chicago	6,576,975	5,873,121	7,406,139	7,690,248	7,526,859	6,711,930	5,223,255	5,201,430	6,751,593	7,486,350	7,228,677	6,934,836	80,611,41
Cincinnati	3,155,100	3,064,500	3,798,900	3,763,500	3,758,100	3,450,000	3,061,200	2,942,100	3,259,800	3,607,500	3,602,700	3,772,714	41,146,11
Cleveland	3,490,875	3,279,450	4,238,400	4,443,450	4,376,550	4,031,400	3,448,425	3,422,025	3,908,175	4,353,000	4,247,000	4,124,427	47,463,17
Detroit	4,307,100	3,870,776	4,884,418	5,242,300	5,261,662	4,654,034	4,051,978	4,028,864	4,818,030	5,066,698	4,937,156	4,716,474	55,839,49
Houston	1,944,978	1,818,278	2,318,484	2,455,768	2,393,846	2,152,542	2,194,836	2,061,262	2,344,578	2,793,266	2,814,042	2,889,796	28,171,67
Indianapolis	2,712,357	2,537,412	3,221,307	3,135,747	3,207,039	2,915,784	2,478,372	2,372,445	2,958,178	3,057,516	3,079,638	3,124,521	34,800,31
Kansas City	2,614,964	2,733,523	3,394,054	3,401,763	3,444,455	3,349,994	2,782,156	2,701,685	3,103,583	3,326,522	3,259,624	3,093,581	37,205,90
Los Angeles	7,550,732	7,074,858	8,260,252	8,391,684	8,609,860	7,942,298	7,261,169	7,386,834	7,556,298	8,395,159	8,522,255	8,282,232	95,778,87
Milwaukee	2,720,944	2,433,383	3,115,935	3,295,355	3,376,214	2,906,065	2,494,104	2,561,389	2,983,469	3,289,676	3,390,320	3,170,327	35,737,18
Minneapolis	2,633,409	2,750,192	3,234,972	3,675,816	3,433,085	3,027,148	2,296,033	2,588,348	3,042,066	3,350,027	3,076,899	2,897,415	34,239,05
New Orleans	2,591,694	2,426,583	3,273,022	3,281,942	3,181,808	2,830,316	2,783,365	2,601,786	3,102,679	3,379,987	3,162,439	4,027,545	36,643,16
New York	14,110,200	11,951,634	14,672,634	16,630,614	15,616,644	13,793,456	10,751,018	10,025,332	10,021,602	16,466,140	14,698,850	14,103,492	160,425,51
Philadelphia	6,797,280	6,149,873	7,704,161	7,860,648	8,087,400	7,463,066	5,593,212	5,448,229	6,985,792	8,196,388	7,725,160	7,047,042	85,058,25
Portland	2,979,230	2,555,154	3,145,464	3,184,706	3,189,452	3,022,320	2,724,372	2,672,628	2,936,150	3,172,212	3,067,904	3,000,914	35,650,50
St. Louis	3,462,700	3,606,880	4,283,960	4,523,560	4,283,340	3,897,260	3,093,440	3,154,900	4,005,560	4,311,240	4,223,700	4,205,120	47,051,66
St. Paul	2,008,314	2,049,082	2,473,954	2,740,878	2,919,096	2,314,998	1,940,764	2,123,086	2,263,422	2,642,150	2,500,764	2,274,076	28,250,58
San Francisco	4,375,952	4,212,656	4,981,354	4,926,208	5,238,717	4,506,375	4,265,131	4,323,165	4,334,291	4,960,327	4,874,131	4,704,090	55,702,39
Washington	3,634,277	3,472,710	4,370,409	4,300,893	4,398,133	4,175,462	3,627,456	3,165,140	3,929,411	4,472,132	4,348,392	4,461,166	49,254,85
Totals by months	92,070,501	85,188,302	106,926,752	110,831,994	111,450,038	100,269,523	84,478,319	82,353,920	94,891,401	111,233,565	107,305,825	103,907,560	1,190,907,70

1922

	January	February	March	April	May	June	July	August	September	October	November	December	City Totals
Atlanta	1,332,194	1,363,054	1,523,026	1,645,714	1,624,322	1,378,328	1,432,158	1,523,536	1,431,552	1,758,190	1,658,118	1,658,930	18,329,12
Baltimore	3,662,285	3,108,921	4,133,018	4,545,524	4,642,333	4,493,869	3,708,037	3,594,681	4,186,609	4,782,530	4,649,143	4,421,987	49,928,95
Birmingham	1,634,850	1,461,810	1,550,934	1,721,650	1,554,308	1,547,252	1,461,502	1,427,874	1,493,338	1,801,814	1,710,520	1,787,926	19,153,77
Boston	4,661,976	4,061,086	5,545,089	5,848,799	5,664,252	5,156,496	4,033,259	4,331,537	5,069,276	5,955,012	5,925,645	5,525,931	61,778,35
Buffalo	2,820,703	2,477,217	3,278,319	3,373,073	3,415,688	3,022,157	2,527,507	2,609,978	2,993,906	3,655,557	3,440,855	3,672,009	37,286,96
Chicago	5,651,277	4,955,973	6,434,493	6,606,688	6,478,047	6,013,521	5,005,191	5,072,649	6,113,805	7,275,537	6,858,636	6,684,786	73,150,60
Cincinnati	2,925,000	2,610,000	3,093,000	3,203,700	3,179,100	2,748,293	2,768,100	2,579,700	2,805,300	3,420,000	3,442,500	3,391,600	36,166,29
Cleveland	3,403,425	2,831,400	3,550,200	3,695,400	3,744,150	3,471,675	3,119,025	3,142,350	3,462,075	3,961,200	3,972,900	3,962,400	42,316,20
Detroit	4,029,592	3,408,776	4,299,246	4,415,684	4,615,240	4,423,818	3,645,866	3,657,360	3,972,822	4,938,626	4,581,836	4,573,604	50,562,47
Houston	1,840,650	1,685,628	2,034,858	2,330,020	2,177,854	2,109,464	1,957,704	1,776,250	1,949,500	2,322,586	2,322,726	2,500,240	25,007,48
Indianapolis	2,552,259	2,342,610	3,018,948	2,342,610	3,092,502	2,768,475	2,495,124	2,362,371	2,697,666	3,058,179	2,934,393	3,180,357	32,845,494
Kansas City	2,356,572	2,395,493	2,866,177	3,072,297	2,906,029	2,826,116	2,586,387	2,494,871	2,790,204	3,189,884	3,095,205	3,073,425	33,652,660
Los Angeles	6,995,072	6,118,098	7,087,192	7,251,384	7,319,284	7,102,368	6,874,518	6,738,368	6,938,526	7,702,436	7,874,286	7,652,260	85,653,792
Milwaukee	2,656,716	2,166,171	2,788,912	2,852,431	2,800,506	2,765,153	2,180,578	2,239,011	2,462,975	3,432,217	3,220,999	3,248,719	34,992,436
Minneapolis	2,269,694	2,496,013	2,842,154	3,210,721	3,094,621	2,791,527	2,588,474	2,724,308	3,072,989	3,093,982	2,959,554	2,954,686	31,920,675
New Orleans	2,765,194	2,268,095	2,881,092	3,337,058	2,985,515	2,748,293	2,742,657	2,616,192	2,702,521	3,356,224	3,039,113	3,729,805	35,171,755
New York	13,544,936	11,337,442	13,904,268	14,398,424	14,377,976	13,363,298	10,707,422	10,640,180	13,040,332	16,104,500	14,738,884	14,471,986	160,629,648
Philadelphia	6,459,987	5,585,580	6,759,595	7,046,978	7,121,160	6,812,709	5,394,289	5,478,877	6,409,127	7,761,602	7,586,028	7,157,468	79,573,400
Portland	2,942,408	2,586,010	3,248,204	3,405,206	3,176,628	3,042,046	2,933,322	2,924,474	2,946,314	3,380,698	3,425,212	3,377,304	37,387,826
St. Louis	3,280,900	3,097,800	3,837,460	4,110,460	3,959,420	3,653,540	3,233,860	3,176,440	3,672,300	4,418,420	4,195,220	4,220,900	44,856,720
St. Paul	1,751,974	1,689,030	2,170,630	2,303,014	2,361,310	2,053,968	1,348,200	1,334,578	2,090,746	2,545,942	2,433,858	2,436,518	24,519,768
San Francisco	4,031,062	3,579,492	4,232,074	4,520,334	4,594,632	4,281,508	4,004,518	4,015,242	4,057,312	4,794,902	4,525,108	4,475,310	51,111,494
Washington	3,671,120	3,451,232	4,081,220	4,369,024	4,121,735	3,928,865	3,367,581	3,198,490	3,690,849	4,657,889	4,351,153	4,135,605	47,024,763
Totals by Months	87,239,846	77,076,931	95,160,109	99,606,203	99,006,632	95,502,739	80,115,279	79,659,317	90,050,044	107,367,927	102,941,892	102,293,756	1,113,020,675

1921

City	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City Totals
Atlanta	2,149,283	2,250,923	2,541,133	2,381,270	2,511,596	2,273,726	2,007,751	1,835,854	2,033,053	2,365,741	2,365,513	2,305,479	27,021,322
Baltimore	4,073,846	3,334,684	4,174,305	4,300,943	4,612,794	3,349,972	3,460,091	3,235,510	4,121,172	4,623,671	4,302,725	4,005,887	47,595,600
Birmingham	1,745,575	1,708,770	1,921,360	1,794,002	1,890,518	1,616,538	1,484,588	1,389,220	1,544,270	1,789,424	1,561,420	1,705,200	20,150,886
Boston	4,100,617	3,660,200	4,968,464	4,880,927	5,561,721	4,727,466	3,855,811	3,668,750	4,606,700	5,547,201	5,224,908	5,266,569	56,069,334
Buffalo	2,966,809	2,616,311	3,421,268	3,205,254	3,361,893	2,916,755	2,395,764	2,346,167	2,895,037	3,463,143	3,179,609	3,394,291	36,162,301
Chicago	5,576,178	4,889,763	5,984,865	6,030,921	6,215,685	5,689,413	4,620,020	4,629,387	5,388,081	6,261,606	6,002,385	6,258,906	67,547,220
Cincinnati	2,782,800	2,492,400	3,101,100	3,047,700	3,146,700	2,888,100	2,565,300	2,436,300	2,796,000	3,348,600	3,290,400	3,471,000	35,366,400
Cleveland	3,912,375	3,544,125	4,078,725	3,949,350	4,236,525	3,764,400	3,205,950	3,073,350	3,434,175	3,827,925	3,656,700	3,641,100	44,324,700
Detroit	3,675,910	3,365,502	4,382,644	4,295,130	4,712,036	4,174,912	3,455,508	3,556,630	4,056,668	4,603,046	4,376,708	4,470,046	49,124,748
Houston	1,968,568	1,887,998	2,310,238	2,138,682	2,336,614	2,028,096	1,905,176	1,761,868	2,062,578	2,270,864	2,239,258	2,265,228	25,178,168
Indianapolis	2,764,718	2,483,433	3,019,521	2,857,560	3,148,896	2,754,822	2,315,262	2,236,278	2,571,707	3,048,570	2,787,606	2,952,408	32,940,781
Kansas City	2,430,350	2,485,682	2,716,861	2,554,700	2,712,022	2,452,622	2,192,995	1,987,478	2,240,763	2,603,719	2,585,153	2,550,396	29,512,721
Los Angeles	6,897,726	5,943,966	6,725,558	6,637,862	7,038,640	6,870,220	6,279,840	6,134,968	6,409,130	7,395,654	7,475,958	7,618,590	81,428,112
Milwaukee	2,537,312	2,114,684	2,672,229	2,680,820	2,916,096	2,518,119	2,109,208	2,307,595	2,426,901	2,773,175	2,693,691	2,804,676	30,554,506
Minneapolis	2,251,560	2,323,720	2,713,816	2,856,924	3,017,532	2,557,124	2,323,359	2,315,836	2,806,580	2,938,097	2,761,640	2,576,294	31,442,482
New Orleans	2,624,440	2,357,114	3,063,948	2,814,952	3,087,439	2,705,585	2,545,928	2,596,395	2,711,307	3,310,310	3,128,299	3,811,404	34,557,121
New York	12,745,128	10,278,254	13,296,208	13,138,166	13,956,610	12,990,742	10,309,708	9,705,712	12,428,625	14,748,224	14,204,838	13,411,958	151,204,173
Philadelphia	6,703,027	5,611,407	6,404,616	6,365,501	6,751,188	6,270,927	4,899,043	4,886,004	5,853,720	7,069,518	6,952,906	6,523,111	74,290,968
Portland, Ore.	2,980,445	2,677,257	3,191,137	3,124,343	3,325,536	3,062,937	3,085,458	2,631,932	3,019,914	3,182,851	3,136,767	3,192,326	36,610,903
St. Louis	3,256,140	3,125,300	3,744,330	3,574,340	3,834,000	3,477,840	2,950,760	2,826,320	3,373,900	3,958,800	3,819,960	3,897,380	41,839,070
St. Paul	1,755,656	1,675,056	2,189,578	2,244,368	2,241,736	1,955,736	1,667,618	1,697,517	2,041,298	2,212,163	2,111,662	2,058,146	23,850,534
San Francisco	3,419,122	3,536,442	3,804,990	3,669,810	4,222,470	3,742,302	3,396,540	3,393,380	3,548,874	4,039,350	3,963,498	3,663,634	44,390,412
Washington	3,682,639	3,199,225	3,914,577	3,872,224	4,514,319	3,878,590	3,439,215	3,114,091	3,817,845	4,529,454	4,489,033	4,417,001	46,868,213
Totals		86,990,225	77,562,216	94,341,471	92,415,749	99,352,566	88,666,944	76,470,903	73,559,542	86,188,298	99,911,106	96,310,637	96,261,030	1,068,030,687

Year's total—1,068,030,687

1920

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City Totals
Atlanta	1,698,662	1,706,606	2,169,630	2,095,674	2,308,886	2,019,434	1,890,686	1,757,364	1,871,128	2,128,644	1,973,066	1,772,818	23,392,598
Baltimore	4,412,973	4,676,415	5,358,155	5,711,769	5,285,165	5,166,910	4,232,639	4,076,308	4,585,734	5,375,872	4,947,847	4,507,369	58,337,156
Birmingham	2,279,928	2,570,596	2,659,734	2,165,926	2,425,822	2,209,914	2,015,372	2,085,356	2,115,498	2,519,496	2,140,208	2,114,966	27,302,816
Boston	5,232,977	2,952,268	5,683,630	5,953,317	6,039,250	5,433,023	4,396,716	3,892,121	4,870,038	5,670,251	5,115,786	4,724,225	59,963,602
Buffalo	3,465,190	3,373,932	4,113,698	3,422,251	3,277,444	3,163,030	2,616,607	3,072,140	3,530,433	4,126,052	3,612,929	3,839,979	41,613,685
Chicago	6,510,483	5,380,965	6,600,741	6,118,644	6,605,613	6,507,189	5,325,468	5,403,063	4,898,408	6,857,622	6,490,500	6,571,950	73,270,646
Cincinnati	2,870,700	2,866,200	3,560,400	2,900,100	3,543,000	3,303,300	3,011,100	2,900,100	3,139,200	3,610,500	3,341,400	3,258,300	38,304,300
Cleveland	4,628,400	4,561,675	5,316,675	4,945,725	5,194,800	5,132,850	4,665,450	4,555,725	4,679,925	4,962,975	4,721,700	4,515,975	57,881,875
Detroit	4,664,646	4,636,845	5,425,560	5,287,282	5,497,240	5,209,274	4,567,892	4,659,494	4,794,338	5,518,436	5,000,892	4,654,286	59,916,185
Houston	2,015,323	2,049,868	2,390,444	2,191,504	2,469,082	2,233,812	2,151,100	1,751,400	1,903,510	2,774,138	2,690,919	2,428,597	27,049,697
Indianapolis	2,972,802	2,963,040	3,582,837	3,026,280	3,563,883	3,411,672	2,941,443	2,805,771	3,128,370	3,412,938	3,228,330	3,249,144	38,286,510
Kansas City	2,364,160	2,692,542	2,932,266	2,483,783	2,573,054	2,408,293	2,158,490	2,257,190	2,483,136	2,892,094	2,632,197	2,549,569	30,426,774
Los Angeles	6,465,452	6,462,370	6,681,542	6,545,042	6,666,716	6,436,716	6,191,836	6,452,866	6,635,160	7,836,696	7,438,284	7,652,442	81,465,122
Milwaukee	2,601,392	2,399,942	2,982,275	3,056,578	3,158,340	2,865,053	2,419,596	2,582,015	2,705,616	3,112,722	2,845,809	2,773,380	33,502,718
Minneapolis	2,682,302	2,981,356	3,220,462	3,638,960	3,655,932	3,007,550	2,781,268	2,796,009	3,231,510	3,618,139	3,069,276	2,912,602	37,595,366
New Orleans	2,589,996	2,723,419	3,398,360	3,340,206	3,301,713	3,132,028	2,989,577	2,798,630	2,987,282	3,706,652	3,655,605	3,757,845	38,381,313
New York	14,344,249	11,948,764	13,944,828	13,869,816	14,898,037	13,623,845	10,682,975	10,581,014	12,616,556	15,203,572	13,591,736	13,287,144	158,592,536
Philadelphia	7,112,197	6,392,944	7,514,085	7,787,166	8,123,037	7,475,509	5,716,154	5,866,518	6,882,510	7,726,598	7,232,946	6,824,973	84,654,637
Portland	2,684,168	3,025,970	3,125,874	3,136,684	3,364,578	2,917,910	2,565,800	2,582,776	2,781,796	3,293,338	3,037,762	3,000,662	35,517,318
St. Louis	3,213,140	3,544,700	4,286,200	3,579,640	3,937,180	3,769,960	3,180,160	3,370,460	3,909,800	4,522,840	4,157,860	3,943,240	45,415,180
St. Paul	2,055,648	2,197,734	2,622,354	3,002,342	2,755,452	2,392,810	2,219,728	2,166,976	2,662,772	2,812,131	2,404,570	2,287,684	29,580,201
San Francisco	3,373,440	3,475,094	3,685,990	3,792,976	4,189,640	3,704,328	3,183,768	3,421,978	3,307,080	3,978,478	3,680,502	3,594,626	43,387,900
Washington	3,585,110	3,667,265	4,159,583	3,884,094	4,365,528	2,999,750	3,267,117	3,334,562	3,787,084	4,576,316	4,254,555	4,128,036	46,009,000
Totals, by months	93,823,338	89,250,510	105,415,323	101,935,759	107,199,392	98,524,160	85,170,942	85,169,836	93,506,884	110,236,500	101,264,679	98,349,812	1,175,021,331

Year's total—1,175,021,331

1919

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City Totals
Atlanta	1,195,138	1,278,228	1,622,334	1,749,300	1,676,860	1,670,732	1,584,632	1,837,196	1,797,978	2,048,970	2,138,598	1,936,326	20,536,292
Baltimore	3,452,227	3,307,818	4,123,922	4,458,621	4,784,001	4,598,222	3,836,793	3,901,406	4,391,273	5,007,898	5,303,878	4,305,699	51,471,758
Birmingham	1,573,306	1,646,414	2,060,142	1,753,864	1,784,328	1,708,602	1,596,630	1,719,774	1,728,300	1,973,328	2,159,738	2,016,476	21,471,758
Boston	4,711,722	4,632,116	4,323,885	4,850,174	5,143,474	5,029,546	3,987,000	3,842,195	4,380,380	5,725,961	5,669,337	5,312,857	57,608,647
Buffalo	2,623,595	2,487,135	3,155,759	2,828,918	2,965,812	2,630,859	2,374,709	3,070,257	3,636,772	4,456,251	4,107,564	4,036,523	38,374,154
Chicago	4,224,213	4,058,964	5,122,173	5,732,646	5,915,181	5,994,654	4,973,529	5,025,927	4,298,316	6,850,139	6,665,994	6,307,956	65,169,692
Cincinnati	2,076,300	1,928,700	2,528,100	2,829,300	2,843,000	2,770,500	2,582,100	2,532,900	2,935,200	3,475,800	3,373,200	3,310,500	33,185,600
Cleveland	3,093,225	3,193,800	3,649,500	4,272,225	4,228,425	4,299,075	3,903,900	4,215,900	4,485,375	5,083,425	5,363,175	4,919,625	50,707,650
Detroit	3,304,784	3,247,328	4,382,504	4,564,728	4,657,030	4,421,914	4,085,144	4,185,776	4,567,878	5,667,340	5,712,042	5,223,890	54,020,358
Houston	1,575,518	1,786,806	2,101,344	1,975,276	2,124,948	2,146,368	1,825,576	1,670,746	1,790,356	2,178,624	2,396,464	2,332,483	23,904,509
Indianapolis	2,238,819	2,203,674	2,795,970	3,024,021	3,131,736	2,936,955	2,592,594	2,820,103	3,115,362	3,433,689	3,306,903	3,287,025	34,886,851
Kansas City	1,769,184	2,048,179	2,378,293	2,512,443	2,474,684	2,489,527	2,188,325	2,247,009	2,482,740	2,808,568	2,646,193	2,454,436	28,499,581
Los Angeles	3,803,744	3,669,456	4,630,430	4,752,440	5,157,586	5,203,100	4,863,236	5,515,346	5,208,266	6,061,874	6,551,440	6,285,300	61,702,218
Milwaukee	2,008,668	1,735,372	2,390,954	2,395,894	2,560,291	2,547,404	2,219,276	2,302,069	2,640,404	2,963,367	2,938,703	2,763,909	29,466,311
Minneapolis	2,263,282	2,282,014	2,521,176	2,804,704	2,843,022	2,902,060	2,379,594	2,809,175	2,990,638	3,411,493	3,379,292	3,205,944	33,792,394
New Orleans	1,853,790	1,714,909	2,473,360	2,483,933	2,509,320	2,569,770	2,236,346	2,194,595	2,981,414	2,836,240	3,140,569	3,291,219	30,285,465
New York	9,304,150	8,446,324	10,581,516	11,621,848	12,290,390	13,285,844	10,755,869	10,214,003	12,618,819	15,456,033	14,588,298	13,915,425	143,078,519
Philadelphia	5,507,921	5,260,777	6,546,478	6,903,032	6,908,291	6,901,375	5,648,524	5,557,092	6,727,577	6,995,958	7,224,297	6,199,840	76,381,162
Portland	2,056,820	2,191,672	2,450,660	2,555,152	2,647,574	2,648,610	2,414,444	2,535,874	2,610,914	2,934,764	3,082,726	2,732,138	30,870,348
St. Louis	2,430,000	2,519,880	2,932,760	3,150,680	3,200,280	3,237,320	2,714,540	2,809,680	3,233,840	3,903,560	3,925,700	3,796,260	37,854,500
St. Paul	1,608,096	1,567,118	1,944,002	2,346,904	2,260,133	2,093,924	1,875,734	2,096,584	2,225,510	2,364,732	2,570,186	2,306,668	25,259,581
San Francisco	2,355,570	2,315,208	2,782,766	2,817,290	3,199,448	3,125,724	2,749,026	3,007,284	2,841,104	3,512,418	3,628,828	3,313,884	35,648,550
Washington	2,852,920	2,840,029	3,568,152	3,762,087	4,067,871	3,039,395	3,323,453	3,342,364	3,799,939	4,394,674	4,541,800	4,089,408	43,622,092
Totals, by months	67,882,992	66,361,921	81,066,180	86,145,480	89,373,685	88,251,480	76,710,974	79,453,255	87,497,355	103,545,096	104,414,925	97,343,791	1,028,047,134

Year's total—1,028,047,134

1918

City	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City Totals
Atlanta	773,544	811,258	1,182,622	1,028,417	1,219,612	1,045,562	991,074	925,412	1,134,368	1,199,305	1,232,200	1,329,288	12,872,658
Baltimore	2,735,670	2,350,946	3,463,007	3,333,594	3,590,897	3,336,564	2,861,384	2,777,984	3,328,676	3,560,902	4,037,201	3,843,517	39,220,342
Birmingham	1,204,840	1,240,820	1,624,770	1,492,814	1,542,336	1,492,680	1,250,494	1,346,674	1,430,982	1,446,466	1,702,610	1,799,056	17,574,542
Boston	2,773,345	2,770,837	3,530,789	3,427,603	3,435,611	3,058,139	2,683,089	2,663,818	3,199,401	3,539,021	3,641,817	3,680,000	36,403,470
Buffalo	2,123,089	1,809,935	2,585,090	3,286,778	2,640,638	1,694,402	2,049,332	1,970,388	2,509,182	2,505,615	3,086,486	3,150,995	29,411,930
Chicago	3,932,640	3,181,470	4,556,640	4,328,495	4,325,350	3,680,724	3,194,511	3,260,751	4,012,881	4,273,584	4,426,455	4,683,009	47,856,510
Cincinnati	1,511,720	950,400	1,260,300	1,992,000	2,240,400	1,948,500	1,009,800	1,631,400	2,000,100	2,209,800	2,258,700	2,308,500	21,321,620
Cleveland	2,702,873	2,274,750	3,091,575	2,429,127	3,148,950	2,886,300	2,692,125	2,708,850	2,909,700	3,263,925	3,217,725	4,102,125	35,428,025
Detroit	2,913,876	2,315,376	3,394,518	3,612,598	3,618,834	3,315,984	2,702,024	2,770,992	3,089,422	3,181,794	3,313,632	3,736,544	37,965,594
Houston	1,067,416	1,118,026	1,512,252	1,460,843	1,523,858	1,487,780	1,376,578	1,180,010	1,420,874	1,492,222	1,656,340	1,805,874	17,102,073
Indianapolis	1,645,758	1,696,682	2,166,732	2,160,701	2,265,980	2,040,604	1,723,495	1,765,579	2,020,967	2,075,253	2,264,469	2,364,303	24,190,523
Kansas City	1,436,882	1,658,300	1,855,459	1,810,156	1,837,591	1,741,943	1,499,984	1,433,109	1,711,290	1,688,258	1,838,293	1,851,752	20,363,017
Los Angeles	3,632,538	3,279,416	3,841,866	1,595,146	3,159,688	2,886,772	2,872,450	3,053,092	3,171,714	3,110,380	2,713,816	3,905,734	37,222,612
Milwaukee	1,649,826	1,381,385	2,013,160	2,065,989	1,869,011	1,576,335	1,452,179	1,271,519	1,480,261	1,526,180	1,906,819	2,027,897	20,220,561
Minneapolis	1,840,941	1,962,898	2,352,350	2,325,657	2,333,220	2,063,852	1,755,992	1,952,774	2,208,486	2,109,828	2,222,724	2,390,990	25,519,712
New Orleans	1,317,702	1,253,706	2,006,455	1,791,356	1,737,491	1,685,676	1,421,125	1,384,471	1,801,491	1,651,637	1,890,917	2,424,760	20,366,787
New York	8,241,567	6,915,414	9,776,885	10,053,585	9,774,424	8,876,800	7,115,970	6,599,835	8,745,834	10,708,705	9,534,044	9,712,559	106,055,622
Philadelphia	4,577,700	4,310,043	5,781,757	4,400,947	5,750,108	5,062,726	4,352,298	4,374,089	5,861,366	5,884,981	6,155,415	5,934,198	62,445,628
Portland	1,596,154	1,626,664	1,812,688	1,808,860	1,905,028	1,750,496	1,648,480	1,667,846	1,859,934	1,785,316	1,859,294	2,155,154	21,475,914
St. Louis	2,217,117	2,210,003	2,528,636	2,937,818	2,648,740	2,413,860	2,082,778	2,031,600	2,427,477	2,579,720	2,782,260	3,151,700	30,011,709
St. Paul	1,295,532	1,260,504	1,737,218	1,056,876	1,783,838	1,433,838	1,221,986	1,335,250	2,344,342	1,719,438	1,645,294	1,775,074	18,609,190
San Francisco	1,999,674	1,997,772	2,389,380	2,344,252	2,397,060	2,283,632	2,080,064	2,092,748	2,035,334	2,184,488	2,323,524	2,547,062	26,674,990
Washington	2,298,030	2,083,045	2,932,736	2,878,803	2,993,405	2,815,777	2,413,672	2,258,995	2,818,187	3,039,717	3,062,661	3,298,308	32,893,336
Totals, by months	55,488,434	50,459,650	67,396,885	63,622,410	67,742,070	60,578,946	52,450,884	52,457,186	63,522,269	66,736,536	68,772,696	73,978,399	743,206,365
Year's total—743,206,365													

1917

City	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City Totals
Atlanta	1,254,540	1,474,648	1,600,270	1,861,326	1,703,954	1,441,902	1,490,160	1,324,344	1,583,918	1,782,088	1,679,692	1,625,109	18,821,951
Baltimore	2,974,690	2,605,638	3,203,511	3,440,883	3,328,433	3,066,463	2,456,010	2,469,729	2,999,454	3,478,223	3,358,875	3,057,829	36,439,738
Birmingham	1,061,746	1,167,530	1,468,432	1,472,576	1,383,060	1,284,122	1,266,594	1,342,040	1,406,258	1,606,626	1,507,002	1,542,114	16,508,100
Boston	3,195,939	2,929,338	4,263,887	4,128,853	3,783,674	3,498,116	2,637,574	2,455,338	3,300,693	3,718,898	3,534,742	3,441,963	40,889,015
Buffalo	1,796,000	1,514,000	1,971,060	1,983,488	2,384,282	2,422,111	1,722,469	1,818,375	2,314,205	2,818,618	2,579,551	2,567,336	25,891,495
Chicago	5,217,600	4,156,800	5,058,909	5,407,518	5,153,595	4,413,635	3,769,798	3,820,317	4,426,644	5,097,507	4,520,538	4,580,043	55,622,904
Cincinnati	1,831,500	1,727,700	2,178,300	2,335,800	2,168,418	1,834,690	1,621,511	1,501,080	1,756,006	2,219,406	2,028,432	2,082,178	23,285,021
Cleveland	3,044,025	2,622,600	3,419,700	3,600,075	3,316,950	3,290,350	2,910,698	2,691,682	2,795,268	3,341,044	3,160,556	2,955,825	37,148,773
Detroit	3,505,700	3,051,900	4,035,658	4,055,884	4,056,822	3,482,684	3,482,684	2,912,462	3,268,734	3,732,076	3,652,432	3,700,900	43,037,936
Houston	1,065,092	1,088,108	1,315,832	1,408,064	1,267,532	1,276,856	1,246,294	1,345,638	1,261,918	1,401,568	1,277,809	1,308,244	15,262,955
Indianapolis	1,847,595	1,882,412	2,026,349	2,220,075	2,184,913	1,952,713	1,803,702	1,637,873	2,009,203	2,185,063	2,107,431	2,009,044	23,866,373
Kansas City	1,254,637	1,318,487	1,495,691	1,619,688	1,462,333	1,430,975	1,274,117	1,229,628	1,489,757	1,563,608	1,491,975	1,492,316	17,123,212
Los Angeles	4,138,500	3,923,400	4,541,100	4,446,300	4,209,030	4,087,476	4,032,790	3,938,772	4,078,816	3,739,502	4,018,336	4,797,016	49,951,038
Milwaukee	1,736,340	1,424,706	1,922,455	2,198,212	1,947,974	1,771,840	1,440,082	1,446,808	1,882,561	2,116,443	2,060,192	2,028,570	21,976,183
Minneapolis	1,337,868	1,217,314	1,575,294	1,886,290	1,791,230	1,535,352	1,311,562	1,499,330	2,299,206	2,483,432	2,377,018	2,180,168	21,494,064
New Orleans	1,428,616	1,337,524	1,739,014	1,731,058	1,607,932	1,399,316	1,371,529	1,278,641	1,514,650	1,875,996	1,793,199	2,096,663	19,174,138
New York	9,757,683	8,029,398	9,665,239	10,188,706	9,673,515	9,162,609	7,323,353	6,682,076	8,908,226	10,791,395	9,748,675	9,294,511	109,225,386
Philadelphia	4,728,300	4,100,700	5,095,105	5,409,285	4,992,030	5,040,900	3,844,800	3,695,830	4,708,200	5,437,500	5,351,100	4,986,900	57,390,650
Portland	1,649,400	1,556,700	1,722,900	1,821,900	1,846,800	1,682,400	1,540,800	1,540,800	1,693,800	1,798,800	1,750,136	1,687,500	20,291,936
St. Louis	2,641,500	2,817,300	3,224,556	3,404,085	4,233,723	2,797,461	2,185,971	2,185,971	2,910,315	3,422,163	3,126,264	3,018,702	35,968,011
St. Paul	2,063,978	2,116,282	2,253,790	2,622,740	2,482,802	2,228,618	1,956,220	1,956,220	1,617,532	1,727,852	1,669,136	1,534,232	24,229,402
San Francisco	1,979,488	1,937,796	2,305,184	2,397,206	2,395,358	2,147,810	2,070,306	2,070,306	1,899,884	2,300,158	2,299,374	2,316,096	26,118,966
Washington	2,241,300	1,980,600	2,485,944	2,626,234	2,492,361	2,508,343	2,255,757	2,123,497	2,540,462	2,884,430	2,774,439	3,104,122	30,017,489
Totals, by months	61,852,037	55,980,881	68,568,180	72,266,246	69,866,721	63,756,742	55,014,781	52,966,757	62,665,710	71,522,396	67,866,904	67,407,381	769,734,736
Year's total—769,734,736													

1916

City	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City Totals
Atlanta	1,383,886	1,409,590	1,557,514	1,823,570	1,654,198	1,473,010	1,334,886	1,343,874	1,396,290	1,708,642	1,637,706	1,579,970	18,303,136
Baltimore	2,634,466	2,438,341	3,051,194	3,221,672	3,241,146	3,240,867	2,569,795	2,340,040	2,972,260	3,747,757	3,483,407	3,255,572	36,196,617
Birmingham	1,225,112	1,230,334	1,285,060	1,436,064	1,455,314	1,322,706	1,328,936	1,129,128	1,271,200	1,547,280	1,369,886	1,432,256	16,033,276
Boston	3,161,929	2,787,083	3,680,669	4,168,826	4,089,261	3,765,110	2,900,985	2,750,529	3,407,333	4,009,413	3,724,220	3,707,916	42,153,274
Buffalo	1,600,000	1,463,000	1,540,000	1,962,000	1,900,000	1,865,000	1,350,000	1,390,000	1,740,000	2,080,000	1,860,000	1,857,000	20,607,000
Chicago	4,649,100	3,728,600	4,654,942	5,394,000	5,148,300	4,949,400	4,139,100	3,960,600	4,775,400	5,341,200	5,175,300	5,119,200	57,035,142
Cincinnati	1,788,600	1,685,100	2,042,400	2,181,900	2,150,700	1,881,600	1,715,100	1,558,500	2,334,300	2,341,200	2,175,300	2,220,600	24,075,300
Cleveland	2,705,400	2,289,900	2,780,100	3,194,100	3,399,300	3,024,000	2,812,800	2,577,900	2,835,300	3,339,000	3,261,600	3,482,700	35,702,100
Detroit	3,287,400	3,006,900	3,699,600	4,142,700	4,041,900	3,770,100	3,213,300	3,021,600	3,402,000	4,328,700	4,191,000	3,969,600	44,074,800
Houston	1,049,566	1,125,866	1,325,016	1,447,040	1,335,236	1,261,680	1,299,984	1,078,900	1,104,530	1,420,776	1,386,000	1,320,102	15,154,696
Indianapolis	1,686,876	1,751,288	1,959,027	2,052,755	2,097,869	1,864,879	1,711,424	1,521,808	1,862,618	2,142,271	2,004,695	2,040,582	22,696,092
Kansas City	1,243,369	1,258,975	1,374,906	1,443,339	1,455,455	1,421,233	1,258,328	1,174,744	1,368,728	1,543,500	1,428,210	1,412,767	16,383,554
Los Angeles	3,826,500	3,501,800	3,986,700	4,059,600	3,942,900	3,864,000	3,747,600	3,674,100	3,749,400	4,427,400	4,269,600	4,359,632	47,409,232
Milwaukee	1,804,110	1,633,974	2,118,729	2,454,834	2,333,348	2,113,898	1,701,372	1,640,511	1,896,971	2,025,398	1,591,331	1,911,412	22,725,888
Minneapolis	1,949,594	1,741,528	2,127,362	2,394,896	2,338,594	2,246,926	1,842,482	1,202,244	2,283,456	1,730,368	2,274,662	2,305,070	24,437,182
New Orleans	1,418,503	1,343,015	1,675,896	1,672,689	1,537,660	1,389,397	1,276,723	1,185,086	1,313,581	1,563,323	1,695,114	1,902,177	17,973,164
New York	8,894,738	7,200,014	9,014,646	9,978,718	9,686,138	9,274,950	7,436,740	7,186,258	8,593,107	11,363,538	10,120,789	9,946,018	109,195,654
Philadelphia	4,972,200	3,871,500	4,669,765	5,207,400	5,228,100	5,026,500	3,814,200	3,595,800	4,324,500	5,415,000	5,111,700	4,734,300	55,970,965
Portland	1,610,400	1,515,900	1,715,400	1,776,900	1,738,200	1,563,300	1,449,900	1,446,000	1,612,500	1,771,400	1,802,700	1,743,300	19,745,900
St. Louis	2,485,800	2,356,200	2,834,700	3,169,500	3,084,024	2,921,361	2,379,618	2,202,039	2,599,653	3,545,700	3,250,200	3,192,900	34,021,695
St. Paul	1,396,906	1,211,672	1,531,838	1,656,004	1,668,394	1,567,454	1,326,752	1,400,266	1,528,800	1,666,532	1,627,738	1,641,430	18,223,786
San Francisco	2,034,690	1,795,962	2,170,350	2,226,896	2,245,544	2,181,452	1,941,520	1,919,512	1,898,384	2,278,836	1,817,894	2,199,540	24,710,580
Washington	2,198,700	2,040,000	2,385,900	2,649,000	3,121,200	1,824,900	2,112,900	1,705,200	1,940,900	2,633,700	2,509,800	2,678,100	27,800,300
Totals, by months	59,007,845	52,386,542	63,181,714	69,714,403	68,892,781	63,813,723	54,664,445	51,004,639	60,211,311	71,970,934	67,768,852	68,012,144	750,629,333
Year's total—750,629,333.													

1915

City	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City Totals
Atlanta	1,292,270	1,272,380	1,396,248	1,519,168	1,579,452	1,417,976	1,259,454	1,176,756	1,311,786	1,551,354	1,617,784	1,591,968	16,986,596
Baltimore	2,279,915	1,900,281	2,561,148	2,715,591	2,755,656	2,490,693	2,088,208	1,904,568	2,449,808	3,012,157	3,013,989	2,887,401	30,059,415
Birmingham	972,678	931,678	1,095,080	1,092,406	1,045,548	982,772	927,556	1,017,814	1,025,556	1,462,244	1,335,684	1,470,028	13,359,044
Boston	2,748,430	2,455,811	3,342,837	3,420,845	3,539,709	3,126,344	2,522,084	2,320,863	2,515,194	3,659,852	3,413,521	3,256,038	36,721,528
Buffalo	1,312,000	1,220,000	1,618,000	1,800,000	1,740,000	1,695,000	1,530,000	1,252,000	1,733,000	2,095,000	1,810,000	1,785,000	19,590,000
Chicago	4,054,200	3,469,800	4,380,000	4,794,900	4,522,800	4,320,900	3,460,500	3,405,600	4,005,900	4,507,800	4,399,200	4,721,100	50,042,700
Cincinnati	1,500,900	1,468,500	1,883,700	1,870,200	1,908,000	1,673,700	1,552,200	1,452,300	2,052,600	2,125,800	2,026,200	1,996,500	21,519,600
Cleveland	2,373,900	1,914,300	2,478,900	2,650,400	2,831,400	2,541,900	2,268,600	2,146,500	2,318,700	2,768,700	2,688,300	2,674,200	29,655,800
Detroit	2,607,000	2,228,100	2,892,000	3,196,200	3,279,900	2,998,500	2,788,200	2,573,400	2,917,500	3,595,800	3,225,900	3,324,600	35,627,100
Houston	995,302	892,836	1,130,038	1,160,292	1,244,740	1,083,376	941,948	932,736	1,004,136	1,264,004	1,171,044	1,198,964	13,019,416
Indianapolis	1,401,552	1,297,613	1,670,354	1,790,194	1,760,393	1,502,041	1,444,480	1,304,676	1,484,777	1,820,024	1,732,225	1,817,293	19,025,022
Kansas City	1,101,651	1,056,423	1,222,270	1,359,178	1,311,990	1,201,169	1,067,434	1,085,206	1,153,670	1,406,442	1,327,734	1,341,423	14,634,590
Los Angeles	3,981,000	3,513,600	3,822,000	3,800,700	3,906,600	3,566,700	3,444,600	3,550,800	3,332,100	4,011,900	3,728,100	3,840,300	44,498,700
Milwaukee	1,604,247	1,406,579	1,793,164	1,920,746	1,837,310	1,645,322	1,554,423	1,489,501	1,596,852	2,035,791	2,028,852	2,013,107	20,925,894
Minneapolis	1,196,132	980,980	1,296,722	1,491,868	1,731,580	1,369,606	1,196,566	1,282,176	1,372,616	1,473,612	1,431,962	1,457,974	16,281,794
New Orleans	1,118,837	1,097,214	1,343,684	1,387,192	1,492,192	1,301,841	1,183,761	1,130,598	1,192,563	1,437,992	1,370,226	1,638,826	15,694,926
New York	8,181,777	6,842,241	8,591,730	8,911,463	9,137,289	8,314,267	6,567,355	6,433,564	8,209,813	10,537,062	9,038,775	9,217,776	99,983,112
Philadelphia	3,500,100	3,209,700	3,891,900	4,161,400	4,100,400	3,903,300	3,073,200	2,993,700	3,528,600	4,521,600	4,334,400	4,324,500	45,641,800
Portland	1,703,100	1,335,900	1,638,000	1,586,700	1,586,700	1,520,700	1,373,700	1,298,400	1,550,400	1,733,700	1,682,100	1,721,700	18,731,100
St. Louis	2,153,100	2,074,500	2,582,400	2,694,300	2,826,600	2,426,700	2,107,200	2,028,300	2,385,300	2,859,300	2,770,500	2,675,400	29,583,600
St. Paul	3,014,368	1,510,220	1,915,978	2,129,432	2,695,920	2,013,494	838,934	1,445,324	2,044,384	1,452,588	1,991,938	1,986,026	23,038,608
San Francisco	1,902,628	1,624,436	2,062,250	2,119,068	2,097,102	2,080,932	1,905,148	1,885,394	1,852,446	2,129,250	2,012,010	2,125,032	23,795,696
Washington	1,962,600	1,832,100	2,240,700	2,384,100	2,421,300	2,424,900	1,836,000	1,734,000	5,563,200	2,648,100	2,547,000	2,728,800	30,322,800
Totals, by months	52,966,687	45,624,892	56,849,103	59,965,343	61,352,581	55,602,133	46,931,551	45,844,176	57,000,901	64,110,072	60,697,444	61,793,956	668,738,839
Year's total—668,738,839													

1914

City	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	City Totals
Atlanta	1,517,992	1,509,452	1,800,938	1,920,044	1,398,562	1,482,082	1,539,160	1,492,680	1,981,686	1,589,112	1,544,998	1,531,740	19,308,446
Baltimore	2,271,488	2,013,515	2,446,840	2,712,005	2,136,161	2,598,012	2,652,264	2,357,883	2,891,956	2,499,962	2,039,608	1,673,545	28,293,239
Birmingham	1,202,502	1,191,638	1,505,952	1,454,572	1,027,208	1,167,040	1,135,946	1,263,346	1,408,442	1,209,908	1,149,778	1,083,978	14,800,310
Boston	2,993,351	2,512,552	3,557,092	3,717,953	2,830,088	3,390,155	3,212,764	2,885,565	3,894,436	3,207,502	2,534,991	2,195,462	36,931,911
Buffalo	1,581,000	1,463,000	1,698,000	1,885,000	1,815,000	1,874,000	1,500,000	1,588,000	1,708,000	1,620,000	1,441,000	1,189,000	19,362,000
Chicago	4,038,000	3,551,700	4,593,600	4,784,400	3,815,700	4,211,400	4,261,500	4,368,300	4,775,100	4,299,000	3,747,900	3,390,300	49,836,900
Cincinnati	1,572,000	1,428,300	1,824,600	1,796,700	1,386,600	1,710,000	1,718,100	1,279,800	1,908,900	1,544,400	1,389,000	1,245,300	18,803,700
Cleveland	2,371,500	1,953,600	2,381,100	2,529,600	2,134,500	2,439,600	2,341,200	2,307,000	2,642,400	2,183,100	2,052,900	1,958,100	27,294,600
Detroit	2,714,700	2,353,500	2,338,500	3,116,100	2,511,600	2,768,700	2,787,900	2,889,300	3,533,700	2,773,800	2,481,100	2,176,800	32,445,700
Houston	1,247,680	1,203,272	1,544,116	1,377,124	1,066,814	1,165,178	1,243,186	1,148,084	1,436,204	1,241,800	1,148,000	1,082,298	14,903,756
Indianapolis	1,497,263	1,380,200	1,642,073	1,760,557	1,418,423	1,578,201	1,497,399	1,528,927	1,821,270	1,523,242	1,231,905	1,171,226	18,050,686
Kansas City	1,113,381	1,020,169	1,221,455	1,305,758	1,111,781	1,297,990	1,221,553	1,190,947	1,358,276	1,133,501	1,065,199	999,309	14,039,269
Los Angeles	4,410,000	4,090,800	4,735,800	4,305,000	3,653,700	3,954,600	3,870,000	3,790,500	4,420,200	3,994,800	3,808,500	3,968,700	49,002,600
Milwaukee	1,899,399	1,553,537	1,905,275	2,147,980	1,599,852	1,802,545	1,718,293	1,702,100	2,227,399	1,877,130	1,415,303	1,435,725	21,284,538
Minneapolis	1,838,654	1,698,699	2,182,980	2,331,114	2,006,910	2,012,464	2,038,458	1,900,622	2,543,916	2,074,028	1,608,972	1,647,908	23,884,725
New Orleans	998,562	983,834	1,395,411	1,503,153	1,130,769	1,247,301	1,289,834	1,395,307	1,533,334	1,230,105	1,186,942	1,008,241	14,902,793
New York	8,542,104	7,249,939	8,800,937	9,154,123	7,674,870	8,609,975	8,201,623	8,228,181	9,919,379	8,778,442	6,780,137	6,167,121	98,196,831
Philadelphia	3,588,000	3,582,900	4,158,000	4,344,300	3,422,700	3,837,600	4,163,400	3,719,400	4,618,500	3,970,800	3,193,500	2,943,000	45,542,100
Portland	1,731,000	1,536,900	1,880,400	1,768,400	1,698,300	1,938,900	1,815,900	1,646,400	1,926,300	1,700,700	1,527,600	1,431,900	20,611,700
St. Louis	2,338,000	2,155,200	2,852,700	2,825,700	2,268,000	2,676,000	2,700,000	2,456,700	3,026,700	2,333,700	2,016,600	2,002,500	29,660,800
St. Paul	1,347,346	1,141,434	1,462,020	1,601,586	1,261,890	1,419,236	1,377,642	1,399,678	1,644,384	1,437,772	1,192,128	1,156,792	16,441,908
San Francisco	1,958,408	1,769,124	2,254,636	2,222,612	1,763,622	2,068,916	1,946,256	1,831,634	2,466,408	2,155,314	1,904,070	1,890,630	24,231,630
Washington	2,047,200	1,827,900	2,246,700	2,323,200	1,988,400	2,368,200	2,393,400	1,555,600	2,456,700	2,095,500	1,823,700	1,629,900	24,756,400
Totals, by months	54,819,520	49,171,165	60,528,125	62,886,981	51,121,450	57,618,095	56,634,778	53,925,954	66,143,540	56,473,618	48,283,831	44,979,475	662,586,543
Year's total—662,586,542													

YEAR'S IMPORTANT LEGAL ACTIONS IN FIELD OF DAILY NEWSPAPER

Extracts From Opinions and Law Citations in Contempt, Libel and Business Office Matters—Guide Posts For Editors and Publishers

THOMAS L. SIDLO, general counsel for the Scripps-Howard Newspapers, has granted to EDITOR & PUBLISHER the privilege of publishing the following summarized survey made by his office of important legal actions in the field of journalism during the year 1927:

(CONTEMPT OF COURT)

Violators of Court Order against taking photographs at trial, held to be in contempt.

Judge O'Dunne, of the Criminal Court of Baltimore, Md., adjudged five persons —two newspaper photographers, the city editor, and managing editor of the *Baltimore News*, and the managing editor of the *Baltimore American*, guilty of contempt for the publication of photographs taken at the time of the Whittemore murder trial. The case—*ex parte Sturm, et al.*, 126 *Atlantic* 312—was carried to the Maryland Court of Appeals, and on January 21, 1927, was decided against the appellants.

One of the photographs in question was taken just before the trial. Judge O'Dunne, learning of this, called in the photographer, and after telling him that he was about to forbid any photographs being taken during the course of the trial, asked that the plate be given to him. The photographer apparently acquiesced, but gave the judge a blank plate instead of the exposed one. Later, the exposed plate which the photographer retained was developed and the picture printed. After the judge had made his statement forbidding the taking of pictures during the trial, Sturm, photographer of one of the newspapers, under orders from his city editor, secretly took photographs in the courtroom and these pictures were subsequently published.

In denying the appeal, the upper court said that the judgment of the contempt for violation of such orders as had been made in this case, was not appealable in the absence of statutory authorization. "'The statutory right to speak and print does not necessarily carry with it the right to reproduce the form and features of an individual' 122 Ga. 190." The court further said: "A due regard for the integrity of the judicial power forbids, and the legitimate interests of the press do not require that such an encroachment (on the domain of the court) should be sanctioned."

Violation of Void Order not Contempt

It was held in *State ex rel. Hyde vs. Westhues*, 290 Southwestern 443 (Missouri Sup. Ct., Jan. 24, 1927) that violation of an order of the court which was void because the court had no power to make it, is not contempt of court.

Contempt must be proved beyond reasonable doubt

State ex rel. Continental Coal Company vs. Bittner (W. Va.) 136 Southeastern 202, is reviewed in the March, 1927, issue of *Law and Labor*. The court held that in a criminal contempt case, guilt must be proved beyond a reasonable doubt. The court also held that in a proceeding in contempt for violation of a lawful order or decree of the court, there is no question of constitutional right of trial by jury involved, and that such case may be tried by the court summarily.

(LIBEL)

Bearing of intemperate language on a Libel Action

A citizen of Philadelphia wrote a letter to the president of the city council complaining that two persons who had been engaged by the city to restore certain portraits of early colonial patriots, were incompetent. The letter was read by the council and published in the Philadelphia newspapers. The writer of the letter had made no investigation to determine the truth or falsity of his statements. The letter was written in intemperate language. Even after it was conclusively proved that the employees in question were entirely competent, the defendant refused to retract his statements. Suit was then brought against him.

On February 7, 1927, Judge Frazer, of the Pennsylvania Supreme Court, held *Stephenson vs. Morris*, 136 Atlantic 134) that the defendant's statements were qualifiedly privileged. Defendant would not be liable if his statements were not actuated by malice and if he made a reasonable effort to ascertain the truth of the charges. However, the defendant had the burden of establishing the facts necessary to bring him within the rule of privilege—i.e., that the communication was made on a proper occasion, from a proper motive, in a proper manner, and based on reasonable and probable cause. This he did not succeed in doing.

The court said that the intemperate manner in which the letter was written and the failure to make reasonable inquiry as to professional ability of the plaintiffs, might be considered by the jury in determining whether the defendant was actuated by malice or wrote with a reckless disregard of the truth or falsity of his statements. The failure to retract was held to be a proper matter for the jury to consider on the question of motive as well as the question of damages.

Use of words "Severed Head" in headline

The *Beaumont* (Tex.) *Enterprise* printed a story dealing with a murder trial under the headline "Severed head of slain woman placed at cell of defendant brings acquittal in murder case." The sheriff brought an action against the newspaper for libel, setting up by innuendo that the story charged him of unlawfully removing the head of the deceased from the grave.

The court held (*Enterprise Co. vs. Wheat*, 290 Southwestern 212, Court of Civil Appeals of Texas, Jan. 5, 1927) that the word "severed" meant only that the head was separated from the body, and that the meaning of the article could not be extended by innuendo if the language, taken in its usual sense, was not susceptible of meaning sought to be given it.

The language in a newspaper article, to be libelous, is not required to charge violation of a criminal statute in technical terms. It is enough if the ordinary man on reading the article would reasonably conclude that the party was charged with a violation of the criminal law.

Libel of a Corporation

Erick Bowman Remedy Co., Inc., and Jensen Salsbery Laboratories, Inc., were competitors in the sale of stock remedies. The Jensen Co. published an article in an advertising pamphlet which purported to give an analysis of one of the Bowman Company's remedies, and stated that the sample analyzed was composed of brown sugar and bran. The Bowman Company brought suit for libel, charging that by reason of this misleading, false, defamatory and malicious publication, the plaintiff was greatly injured in its good name and reputation.

The United State Circuit Court of Appeals (*Erick Bowman Remedy Co., Inc. vs. Jensen Salsbery Laboratories, Inc.*, 17 *Federal* (2d) 255, Dec. 27, 1926, Dist. Minnesota) affirmed a lower court's judgment denying relief. "A corporation has no reputation in the sense that an individual has. It is only in respect to its credit, property, or business that a corporation can be injured by a false publication." (page 257). Since the article did not charge any specific person or corporation with fraud or dishonesty, the statement was held not to be libelous *per se*, and that it would not have been so even if a statement that the American people liked to be humbugged had been included therein.

Is there Libel in the word "Expose"?

One of our newspapers published an article under the headline "State Audit Exposes Jones." In the article it was stated that Jones, as county assessor, had reduced the tax assessments on properties within the county to a sum approximately $1,500,000 below the assessment made by the state the year before. The newspaper inquired of the legal department as to the possibility of a successful suit being predicated on the article.

The word "expose" was not precisely the right word to use. The third bank of the headline stated the facts more correctly: "Finance Department's Report on B * * Tax Books Show Many Reductions."

But does the word "expose" impute anything discreditable to Jones? It must be admitted that in newspaper parlance, when a person is "exposed" he is usually revealed in a way that does him little credit, such as disclosing something to the public which he would have wished to remain hidden. There can be no doubt that one meaning of the word "expose" in the headline in question is to "reveal," by "giving a person away." In this sense, at least, there is imputation of misconduct on Jones' part which in connection with an audit would perhaps imply in the readers' mind embezzlement by him and a charge of embezzlement is clearly actionable *per se* at the present day.

If the meaning of the word is doubtful, the question of its exact purport is for the jury. If they should find that in the mind of the ordinary person reading the paper, the words in question would impute embezzlement or other corrupt conduct, then Jones' case would be made out. In view of the actual facts as stated, a defense of the truth would be unavailing. The paper could not defend on the ground of privilege, for charges of crime against public officers are not in themselves privileged. Nor could the paper excuse itself by showing that the article is not libelous or that the body of the article interpreted the headline so as to make it innocuous. The title or heading of a published article is part thereof and must be considered in determining whether the publication is libelous. Headlines are privileged only when a fair indication of a truthful report.

Libel Contained in Advertisement

An advertisement appeared in an Oklahoma newspaper under the heading "Nervousness Vanishes as G. F. P. Ends Pain of Fourth Street Mother." A photograph of the "Fourth Street Mother" appeared in the body of the article. She sued the paper.

The plaintiff would seem to have a good chance to recover in a libel action if the use of her name was not authorized. The Oklahoma statutes define libel thus:

> "Libel is a false or malicious unprivileged communication by writing, printing, picture or effigy or other fixed representation to the eye which exposes any person to public hatred, contempt, ridicule or obloquy or which tends to deprive him of public confidence or to injure him in his occupation."

In an action for libel, whoever repeats or publishes libelous words can be held responsible, and therefore the paper here could not shield itself on the score that it was innocent in that the fault was that of the particular author or advertiser. But the paper would have recourse afterwards against the advertiser for what it had suffered in damages.

If the woman here had not brought suit for libel, but the more usual action of damages for the unauthorized use of her name or for infringement of her right of privacy, then it scarcely seems that she would have much show against the newspaper. In the first place, there is very little law on the subject, and the authorities are rather in conflict as to the possibility of recovery in such actions in

IN A TERRITORY COMPRISED OF

Thirteen North Wisconsin Counties

There is just One Large Daily published

THE SUPERIOR EVENING TELEGRAM

Is the home daily of this territory, with a circulation in these counties of **11,303**

(excluding Superior)

Total Daily Paid Circulation

21,439

YEAR'S IMPORTANT LEGAL DECISIONS

(*Continued from page 239*)

the abesence of an enabling statute. New York, for example, has a statute allowing the plaintiff to recover when his writing or portrait has been used for advertising purposes without his consent, but even in jurisdictions where such a right is unqualifiedly recognized in the absence of statute, as in New Jersey and Georgia, it seems improbable that the Court would give the plaintiff an action against anyone but the person who actually misappropriated and used plaintiff's picture without consent. The precise point, however, has not yet been passed on by the courts.

Extrinsic Facts May Be Brought in to Make Statement Libelous

In *Sydney vs. MacFadden Newspaper Publishing Corporation* (N. Y., 1926) 151 Northeastern 209, plaintiff brought suit for libel on a publication which was defamatory only when considered together with certain extrinsic facts, which were alleged and proved. It was held that the plaintiff had a good cause of action without alleging special damages. The case is discussed in a note at page 551 of the March, 1927, *Michigan Law Review*, in which it is stated that the decision in this case takes the only possible position, as to proof of special damages, consistent with the fundamental principles of libel law, in spite of the fact that it goes contrary to some of the older cases decided within the same state.

Charge of Cruelty in Divorce Petition Published as Charge of Infidelity

Ballinger vs. Democrat Co. (Iowa, March 8, 1927) 212 N.W. 557.

The *Evening Democrat* published an article stating that Mrs. B. had been charged of infidelity in a divorce petition. She had only been charged of cruelty. The attorney who drew the petition testified that he intended it to imply that Mrs. B. was guilty of infidelity.

The Court held that the word "infidelity" as used in a newspaper report meant "unchastity"; that it was libelous *per se*; and that malice and damage will be implied and need not be proved.

The Court said that unless the alleged libel on its face purported to be published on the authority of others, evidence that it was so published was inadmissible in mitigation of damages.

What the attorney intended the petition to mean was not admissible, because from the language of the petition a charge of infidelity could not be reasonably inferred.

Filing of pleading held "judicial proceeding," and true report privileged, whether or not acted on judicially. (New York rule).

Campbell vs. New York Evening Post, Inc. (Court of Appeals, New York, May 31, 1927) 157 N. E. 153, 245 N. Y. 320.

Mrs. Elizabeth S. Nichols brought an action for fraud against Anne McCoy Campbell, a Christian Science practitioner in New York City. Summons in this action was served, the complaint and answer were served on opposing counsel, and also filed in the office of the Clerk of New York County. The *New York Times* published a report of the allegations set up in the complaint, which report was rewritten and published by the *New York Evening Post*. This fraud action was later dismissed. Anne McCoy Campbell thereupon brought separate suits against the *New York Evening Post* and other New York papers. On the trial of the action against the *New York Evening Post*, the jury rendered a verdict for the plaintiff, and the trial court entered a judgment thereon, for $8,000. On appeal to the Appellate Division, the judgment of the trial court was reversed on the law and facts, and the complaint was ordered dismissed. Thereupon the plaintiff appealed to the Court of Appeals, the highest court in New York State.

The headlines of the article in the *Evening Post*, as quoted in the opinion of the Court of Appeals, were as follows:

> "Healer and Inventor Face Swindling Charge.
>
> "Mrs. Elizabeth Nichols Says They Took $16,000 from Her Through Fraud."

The Court of Appeals Held:

(1) That Sec. 338-a. of the Civil Practice Act, which took effect September 1, 1924, was not retroactive in effect, on the ground that, under established rules of statutory construction, "If the Legislature had designed to minimize the wrong done to a plaintiff by a libelous publication in the past, it is reasonable to assume that it would have used apt words for that purpose." Since the Legislature had not expressed such an intention, this Section could not be applied to the case at bar, where the publication by the *Evening Post* occurred on March 30, 1922. The Section mentioned reads as follows:

> Sec. 338-a. *Evidence in Action for Libel.* At the trial of any civil action for libel, the defendant may prove, for consideration by the jury in fixing the amount of the verdict, that the plaintiff has already recovered damages or has received, or agreed to receive, compensation in respect of a libel or libels of a similar purport or effect as the libel for which such action has been brought.

(2) That the filing of a pleading, under New York State Statues is a public and official act in the course of judicial proceedings, and the publication of a "fair and true report" of such a pleading is privileged under the provisions of Sec. 337 of the Civil Practice Act, which reads as follows:

> Sec. 337. *Proof of Malice in Action for Libel.* An action, civil or criminal, cannot be maintained against a reporter, editor, publisher, or proprietor of a newspaper, for the publication therein of a fair and true report of any judicial, legislative or other public and official proceedings, without proving actual malice in making the report.
>
> This section does not apply to a libel contained in the heading of the report; or in any other matter added by any person concerned in the publication; or in the report of anything said or done at the time and place of the public and official proceedings which was not a part thereof.

(3) That the Appellate Division of the Supreme Court was wrong in dismissing the complaint in the libel action, on the ground that

> "As a matter of law it cannot be said that the publication complained of is a full and fair report of the proceedings to date or that the headlines of the article read in connection there with are not libelous, or that actual malice may not be proved. Swindling has a criminal connotation. Penal Law, 1290, (Consol. Laws, c.40). Headlines are not privileged unless they are a fair index of the matter contained in a truthful report. Lawyers' Co-operative Publishing Co. v. West Publishing Co., 32 App. Div. 585,590, 20 N.Y.S. 1120. It is for the jury to say whether the publication fairly implies that defendant in the fraud action had been sued civilly and that she denied all the charges against her. Rovira v. Boget, 240 N. Y. 314, 148 N. E. 534. The privilege thus extended must be kept strictly within proper bounds * * and not extended beyound the limits of the statute."

In elaboration of the second point above mentioned, since the Court's decision appears to establish a new rule for New York State on that point and a rule which may be later followed in other jurisdictions having similar statutory provisions, and in order that the exact language of the decision may be available in these sheets for future reference, the following is quoted in full from the reported decision:

> Judicial proceedings have been repeatedly defined as proceedings before a court or judge. Numerous cases in England and the states hold that the rule of privilege does not apply to pleadings which, though filed, have not yet received judicial notice. Stuart v. Press Pub. Co., 83 App. Div. 467, 82 N. Y. S. 401; Williams v. New York Herald Co., 165 App. Div. 529, 150 N. Y. S. 838; Lundin v. Post Pub. Co., 217 Mass. 213, 104 N. E. 480, 52 L. R. A. (N. S.) 207; Burdick's Law of Torts (4th Ed.) p. 391; Newell's Slander & Libel (4th Ed.) 412; 27 Columbia Law Review, 225, and cases cited. The English Law of Libel Amendment Act, 1888, extends the privilege only to reports of "proceedings publicly heard before any court exercising judicial authority." It was seriously contended by Coleridge, C. J., that there should be a final decision before the publication of a report of the proceedings would be privileged, but in Kimber v. Press Association, (1893) 1 Q. B. Div. 65, the court came to the conclusion that the privilege existed if in the end there must be a final decision.
>
> The English law plainly excludes from consideration pleadings filed, but not acted on in open court. With us the question is whether they may be brought under the head of judicial, public or official proceedings. The privilege has been gradually extended to all matters which have been made the subject of judicial proceedings in any court of record or not of record, and whether such proceedings may be preliminary or interlocutory or even *ex parte*. Odgers on Libel and Slander (5th Ed.) p. 308; Ludin v. Post Pub. Co., *supra*. Arguments which met with no favor 70 or 80 years ago have prevailed with the courts in recent years. Usill v. Hales, 3 C. P. Div. 319. The test which remains is said to be whether the pleading has come before a court or judge and been made the subject of judicial action. If it has not received the formal oversight of a court or judge as a basis for action, no matter how public or how effective in character as a part of a lawsuit it may be, it is urged that the privilege does not exist. The rule has not escaped criticism (Mich. Law Rev. March, 1926) and it has been ignored in Pennsylvania (Mengel v. Reading Eagle Co., 241 Pa. 367, 88 A. 660).
>
> The incongruous result follows that a newspaper may freely, if without actual malice, publish the contents of a complaint, if it has been read and filed on an *ex parte* application for an injunction, an order of arrest, an attachment, or an order of publication, yet, if the complaint has been merely filed as a public document in a public office, the newspaper which publishes its contents runs the risk of repeating a libel. Such incongruities are the inevitable result of the endeavor of the courts to mitigate by piecemeal the harshness of the old rules which protected only reports of trials in open court.
>
> In New York writ process no longer exists. An action is begun by the service of a summons, with or without a complaint. The summons is the mandate of the court (Civil Practice Act, Sec. 218), and is subscribed, except when the party appears in person, by an attorney, who is an officer of the court. The pleadings in an action in the Supreme Court may be filed in the office of the county clerk, who is the clerk of the court (Civil Practice Act, Sec. 100), and when so filed they become public documents.

A lawsuit from beginning to end is in the nature of a judicial proceeding. Civil Practice Act, Sec. 4, provides:

> "Sec. 4. *'Action' Defined.* Actions are of two kinds, civil and criminal. The word 'action,' when applied to judicial proceedings, signifies an ordinary prosecution in a court of justice by a party against another for the enforcement or protection of a right, the redress or prevention of a wrong, or the punishment of a public offense."

To publish truly and without malice of one that an action has been brought against him for fraud, seduction, assault, breach of promise, divorce, *et cetera*, has

(*Continued on page 241*)

THE YEAR'S RECORD

In 1927 the newspapers of Salt Lake gained a total of 613,046 lines over the year 1926.

The Tribune's Gain Alone Was 422,618 Lines

In 1927 the average daily circulation of The Tribune was **44,470** and of Sunday **72,033.**

On December 31, 1927 the daily net cash paid circulation of The Tribune was **43,281.** No premiums have been given for many years.

The Salt Lake Tribune

Represented Nationally by
THE S. C. BECKWITH SPECIAL AGENCY

YEAR'S IMPORTANT LEGAL DECISIONS

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become so common that the opportunity is seldom passed in silence, except when forbearance or obscurity protects the victim. So general has this practice become that the public has learned that accusation is not proof, and that such actions are at times brought in malice to result in failure. To say that the newspapers may freely publish the entire proceedings in a case from an *ex parte* application for an order of arrest or other remedial process under the protection of privilege, but may speak only at their own risk before the case actually comes before a court or judge in some form, is to make a distinction to which publishers give little heed.

Mr. Justice Holmes in Cowley v. Pulsifer, 137 Mass. 392, 395 (50 Am. Rep. 318), after putting aside various rhetorical and politic reasons for the rule, says that it rests on "the plain distinction between what takes place in open court, and that which is done out of court by one party alone." But with us the act of one party institutes the action. The service of the summons begins the suit. A newspaper may publish of A. that B. has begun an action against him by the service of a summons. No reticence is demanded on that score. It may go further and state that the complaint has been filed in the county clerk's office. To stop there and hold that the newspaper states the contents of the complaint at its peril is to revive a rule of privacy in relation to litigation that no longer has substance. To say that privilege protects the publication of the complaint when the summons is served by order of the court on a nonresident and does not protect the publication when the defendant is a resident is to state a distinction that has no basis in common sense. We are not bound to keep up such frivolous legal fictions. Judicial proceedings in New York include in common parlance all the proceedings in the action. We may as well disregard the overwhelming weight of authority elsewhere, and start with a rule of our own, consistent with practical experience.

Questions of public policy should be considered. In this case it appears that the action against the plaintiff was discontinued; that Mrs. Nichols got her alleged false and scurrilous charges before the public as news and then dropped her case. It is contended that such acts should not be deemed privileged, so as to protect the publisher. The contention is too far-reaching. Scandalous matter may come before the public in connection with lawsuits. Personal malice may thus be given a hearing. A complaint withdrawn may not be the vindication that a decision favorable to the accused would be. But complaints are withdrawn after applications have been made to the courts and suits have been dropped before verdicts. Consistency requires us to go forward or to go back. We cannot go back and exclude the publication of daily reports of trials before a final decision is reached. The present distinction is indefensible. Therefore we proceed to a logical conclusion, and uphold the claim of privilege on the ground that the filing of a pleading is a public and official act in the course of judicial proceedings.

Defamatory matter in pleadings affecting person not party to suit.

Young vs. Young (Dist. Col., Ct. Appeals, Apr. 4, 1927) 18 Fed. (2d) 807.

Lizzie E. Young, the first and divorced wife of Benjamin S. Young, brought an action against Ruby H. Young, the then wife of Benjamin S. Young, claiming damages because of an alleged libel contained in a petition for maintenance filed by Ruby H. Young against her husband in the Supreme Court of the District of Columbia. The allegedly libelous matter contained in the maintenance petition, as set forth in the decision (omitting parenthetical explanations) is as follows:

> "6. Petitioner further says that about three months after her marriage with respondent a woman appeared, claiming to be the wife of the respondent, and because of some alleged irregularity in the proceedings by which the respondent divorced said woman, as petitioner was informed and believes, said woman made demands upon the respondent for money. All this information respondent endeavored to keep from petitioner, but petitioner subsequently learned many of the details, and respondent later admitted to the petitioner that said woman had been his wife, that she was a character of ill repute, and had been such since their marriage, and that he had satisfied her demands by making a financial settlement."

The defendant in the libel action contended that the above-quoted matter was relevant and material to the issue raised in the maintenance action, and was therefore privileged, and not actionable in the libel action.

The following quotations indicate the ruling of the Court:

> "The general rule is that defamatory matter appearing in a pleading filed according to law in a court having jurisdiction, is relevant and pertinent to the issue in the case, is privileged, even if it reflects upon the character of one who is not a party to the suit. * * *
>
> "The question whether defamatory matter contained in a pleading is or is not pertinent or relevant to the cause is a question of law for the court, and not a question of fact for the jury. * * *
>
> "In determining the question of relevancy in such cases, it is the rule that the construction should be

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With Hogan's "Worthwhile" Copyrighted Features

349 Publishers last year were satisfied users of Hogan's "Worthwhile" Feature Advertising Pages. Our policy of a new Feature each year means added satisfaction for you and your advertisers. For fifteen years we have served the same Publishers over and over again which speaks for itself as to the merit of our Features and our work. You will like our plan and you will like our Features. May we show you the difference and how they will mean increased linage and added revenue for you? More than that they mean the "pepping" up of your local advertising field, and the creating of new accounts with unlimited possibilities.

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You see Hogan's "Worthwhile" Advertising Features in the best papers and in every State in the Union. There is a reason—

OUR FEATURES SATISFY THE ADVERTISERS AND OUR METHODS SATISFY THE PUBLISHERS

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NOTE:—All "Worthwhile" Features are fully protected by copyrights and sold only under our own direction by regularly employed accredited representatives of this company.

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F. G. HOGAN SYNDICATE,
Lemcke Bldg., INDIANAPOLIS, IND.

.....192..

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Our lowest LOCAL display rate is.....
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Circulation.....
Paper .....
City and State .....
Mgr. .....

YEAR'S IMPORTANT LEGAL DECISIONS

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liberal, and that the privilege should embrace any statement which may possibly be pertinent. All doubt should be resolved in favor of the relevancy or pertinency of the matter complained of. * * *

"We are of the opinion that the alleged libelous matter now in question, when tested by these principles, was privileged. It appears in a pleading filed in a court having jurisdiction over the cause and the parties, and it was pertinent or relevant to the issue raised in the case. That issue related to the right of the plaintiff in the case to a decree for maintenance against her husband, the defendant therein. * * * It certainly cannot be said that all reasonable men must agree that such statements were irrelevant to the issue in the maintenance case. * * * ."

When writing and distributing circular letter containing defamatory matter constitutes "publication."

Kennedy et al. vs. James Butler, Inc. (Ct. Appeals, N. Y. May 10, 1927), 156 N. E. 666; 245 N. Y. 204.

A New York corporation wrote and caused to be sent to the managers of its retail grocery stores throughout the City of New York a circular which read as follows:

"Headquarters, December 1st, 1925.
"No. 8080.
"To the Manager:

"On November 10th Edward Kennedy, who was employed in our store at 954 Second Ave., was shot and subsequently died. All Kennedy's expenses while in the hospital, his doctor bills and legitimate funeral expenses are being paid for by us. His mother, who lives in Ireland, will receive suitable compensation amounting to several thousand dollars.

"We are giving you these facts because there are two brothers of Kennedy's in the country who seem to be trying to make capital out of his death. We are informed that they are visiting our stores selling tickets for a benefit which they say is to be held in order to raise money to pay for his funeral expenses. This is entirely unnecessary and an imposition on your sympathy and good will.

"Yours truly,
"James Butler Grocery Co."

The brothers brought an action against the company, alleging that the letter was false and untrue and maliciously written and circulated to injure them.

The company claimed that the circular had not been "published" within the meaning of the libel law.

The Court of Appeals, in affirmatively answering the question "Does the complaint in this action state facts sufficient to constitute a cause of action?" certified to it by the Appellate Division of the Supreme Court, said:

"That the statements contained in the circular are libelous, if untrue, is quite apparent. The statements, however, are not actionable unless published to a third party. * * Was the sending of this circular to the managers of the defendant's various retail stores throughout the city of New York a publication of the libel?

"* * The circular was sent to the heads of the various stores * touching a matter which might appeal to their sympathy or good will. They were warned by the employer not to be imposed upon by the plaintiffs, who were seeking to make capital out of the death of their brother by soliciting money. Here in our judgment was a publication. The defamatory matter was sent out and circulated by and in the name of the corporation after having been written by it employees."

Whether or not the circular was a privileged communication was not decided in this case, as the question was not before the Court.

(LOTTERY)

State vs. Danze et al. (Washington, 1926) 250 Pacific 37. Reviewed in *Minnesota Law Review*, March, 1927, page 380.

In this case it appears that the defendant, the operator of a neighborhood theater, once a week offered free tickets entitling the holders to participate in the distribution of merchandise from the stage of the theater, holders of duplicate tickets drawn on the stage to receive prizes. While tickets were offered to anyone who wished to participate in the scheme, the uniform practice was that only patrons of the theater received them. Goods were supplied by merchants who received advertising in return. Held, four justices dissenting, that this was a lottery within the meaning of the statute, which defined a lottery to be a scheme for the distribution of money or property by chance among persons who paid or agreed to pay a valuable consideration for the chance, irrespective of the name that the scheme is given.

The elements of a lottery have been stated to be: (1) Prize; (2) Chance; and (3) Consideration. If, in the distribution of prizes, judgment displaces the element of chance, the scheme is not a lottery. However, even though judgment is exercised in the gaining of the prizes if the dominating element is chance the scheme will be held to be a lottery; for example, where the winning of prizes depends on estimating correctly the taxes to be collected in a given period, or the number of beans in a jar, or the number of votes to be cast at an election, the transaction is deemed to be a lottery. It has been held that the gratuitous distribution of articles by chance is not a lottery.

(MUNICIPAL ORDINANCES: NEWSBOYS)

Municipal ordinance prohibiting newsboys from crying contents of newspapers.

Following is a copy of a Municipal Ordinance passed by the Council of the City of Oklahoma City, which became effective April 29, 1927: (omitting heading and signatures):

Be It Ordained by the Council of the City of Oklahoma City:

That Section 655 of the Revised Ordinances of 1913 of the City of Oklahoma City, Oklahoma, be amended to read as follows:

Section 655. That it shall be unlawful and an offense for any newsboy or other person selling newspapers upon any thoroughfares, streets, alleys or private property of said City in the District bounded by Fourth Street on the North, the Atchison, Topeka and Santa Fe Railway Company on the East, Reno Avenue on the South, and Western Avenue on the West, to call, yell or announce in a loud voice the contents of such newspapers, but such person shall only exhibit such newspapers and may announce in an ordinary and usual voice the name of such paper so offered for sale, Provided that outside of the district hereinabove defined, in the event extra editions other than the regular edition of newspapers are offered for sale, then the sale may be cried out by newsboys in making such sale.

An emergency is hereby declared to exist and this Ordinance shall be in full force and effect from and after its passage and approval.

Passed and approved by the Council of the City of Oklahoma City, this the 29th day of April, 1927.

Signed by the Mayor this the 29th day of April, 1927.

One of the newsboys of the *Oklahoma News* was arrested under the above ordinance. In connection therewith an endeavor is being made to secure a dedecision on the constitutionality of the ordinance. If and when a decision is rendered, it will be included in these sheets.

(MINORS: EMPLOYMENT OF.)

Illegal employment of minors as affecting recovery under employees compensation policy for injuries sustained during such employment.

The following report of experiences in connection with injuries to a newsboy occurring during the latter part of 1926, and the Legal Department's reply thereto, are self-explanatory.

It is suggested that the employment of minors in any capacity should be carefully watched, and that where the employment of minors cannot be avoided all necessary steps be taken to insure the legality of their employment under the laws of the particular state.

Report:

For your information, I am writing of an experience with an injury case that *The Gazette* recently had, which may be of interest to other newspapers.

While waiting to sell extras, election night, some twenty *Gazette* carriers were given a chance to earn 50 cents to $1.00 bringing in returns from polling places. One boy, E— R—, age 11, was run down on his bicycle at a street intersection by an auto driven by a Mrs. D—, who took him to a hospital. Both legs and one arm broken in several places. It was at first believed he would die, but he recovered sufficiently to be taken home and will apparently be all right again.

The Gazette believed the case covered by its employees compensation policy but the insurance company took advantage of a clause in its policy exempting any person illegally employed. This boy was illegally employed by *The Gazette* as messenger since the (State) law prohibits employment of children under 14 at anything except domestic and agricultural work.

Fortunately for *The Gazette*, Mrs. D— carried auto liability insurance. Her insurance company took responsibility for the hospital bill, but refused to consider the claim of the boy's father for wrecking his boy's bicycle and loss of the boy's services.

The family being in straightened circumstances, it appeared the father might be led into some sort of suit to recover damages directed against *The Gazette*, jointly with Mrs. D—. Although Mrs. D—'s insurance company was primarily liable, it evidently knew the boy was illegally employed by *The Gazette* and was taking advantage of this * * *.

Under these circumstances, *The Gazette* explained to the boy's father that any settlement *The Gazette* might make with him would absolve Mrs. D— from any claim. While admitting no legal obligation, *The Gazette* had always felt a moral obligation to protect and promote the welfare of its carrier boys. That we did not wish to do anything which would affect his chance of recovery of damages from Mrs. D— if his son's injuries should prove permanent.

The upshot was that the father signed a paper prepared by our lawyers, agreeing in consideration of payment of $75.00 (to cover loss of boy's bicycle and boy's earnings for six weeks as carrier) not to sue *The Gazette*.

The boy having now practically recovered, the importance of this case seems to lie in the fact that for years *The Gazette*, as well as other newspapers, has employed carrier boys to run errands, on election nights in particular, without considering the liability incurred. It is the practice of quite a number of newspapers to employ carriers to take papers to customers who have failed to receive their papers. The practice has been followed without stopping to realize that an accident to a boy so engaged is not covered (in-State-at least) by employees compensation insurance, unless the boy is over 14 and a permit to work has been issued by the school authorities on affidavit made by the parent as to the boy's age.

Based on the R— case, I have given instructions * * to guard against employing minors without permits in future.

(REPLY:)

I have been very much interested in reading a report of experiences in the injury case which you gave in your letter

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IN EVERY MAN

there is the wanderlust—the wish to go to distant places, to seek knowledge of civilizations of another era, to know of the stars and the depths of the earth, to revel in the thought of inventions and discoveries of the day. Science Service was organized for the purpose of disseminating science throughout the reading world. Scientists knew that this could only be accomplished by phrasing news of important steps in the wide world of science in a style that the layman could grasp, could understand and enjoy.

Through the medium of our nine syndicate services we give to your readers real news in science—news that is authentic, news worthy of page one, news that ever intrigues and entertains.

Permit us to send you samples of our various services that you may know for yourself the romance, the drama and the NEWS value of science.

SCIENCE SERVICE

21st and B Sts., Washington, D. C.

YEAR'S IMPORTANT LEGAL DECISIONS

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of January 10th. I think the settlement which you have made of this claim is a wise one.

The insurance company which gave you the compensation policy was within its legal rights in refusing to recognize liability for injuries to the boy who was illegally employed.

If there was any negligence on the part of Mrs. D— the driver of the automobile which injured the boy—he would have quite a substantial claim against her, and one which her insurance policy would be answerable for. The defense of contributory negligence, which is ordinarily urged, does not have very much force when urged against a child eleven years old. They are not held to any higher degree of prudence than is possessed by the ordinary child of that age.

I note that the settlement of $75.00 which you made was with the father, and covered loss of bicycle and the boy's earnings for six weeks. The boy and the father would legally have separate claims. The father for expenses, loss of service, etc., and the boy for personal injuries. It would not be well to stir this matter up any further, but I would suggest that it is ordinarily advisable in injuries to a child to secure a release of claims from him through properly authorized representatives, such as a guardian or next friend. The possibility of the boy bringing suit against *The Gazette* is, I think, remote, but a plausible case might be made out of the claim that the boy, having no more wisdom or prudence than children ordinarily have, was sent by his employer, *The Gazette*, into a place of danger— that is, into the streets, crowded as they probably were, with automobiles —on election night.

The instructions which you gave to guard against employing minors without permits is wise, because claims difficult to defend are rather frequently made on account of such employment.

(DEFINITION OF NEWSPAPER: LEGAL ADVERTISING.)

Meaning of term "newspaper" in Florida statutes with reference to constructive service on non-resident, unknown, absent or concealed defendants by publication.

At the suggestion of Mr. Peter Hamilton, of the *Oklahoma News*, the Legal Department has obtained a full copy of the decision of the Supreme Court of Florida in the case of The State of Florida *ex rel.* Melvina B. Yeager, et al., vs. A. J. Rose, Judge of the Eleventh Judicial Circuit of Florida Circuit Court (Dade County) rendered in January, 1927 (which has not yet appeared in the reports), relating to the definition of what constitutes a "newspaper" within the meaning of the Florida statutes. Mr. Hamiton suggests the general application of this decision as follows:

> "In many of our cities we could get the legal advertising but for the fact that such publications as a Daily Court Reporter or something similar with a small and restricted circulation, is in position to compete when the bids are open. The result of this is that the spirit of the law which requires legal notices to be published in a newspaper of general circulation is defeated."

The following extracts from the decision are given for the general information of all receiving these sheets, and for future reference:

> The sole question raised * is whether or not The Daily Record of Miami, Fla., is a newspaper in the contemplation of the statutes of this State relating to constructive service on non-resident, unknown, absent or concealed defendants.
>
> Our statute providing for constructive service (Sec. 3111 Rev. Gen. Stats. of Fla., 1920, as amended by Chapter 10102, Acts of 1925), and cognate statutes for similar purposes (Secs. 3113, 3114, 2835, 2942, 3763 Rev. Gen Stats. of Fla.; and Sec. 3786 Rev. Gen. Stats. of Fla., 1920, as amended by Chapter 8473 Acts of 1921, Laws of Fla.), merely provide in substance that the order or notice to appear shall be published at stated intervals in some newspaper published in the county where the court is located, or where the sale takes place.
>
> We are therefore at the outset confronted with the query: What is a newspaper as contemplated by the statutes heretofore enumerated relating to constructive service, especially Section 3111 Revised General Statutes of Florida. One of the fundamental canons of construction is that legislative intent will be gleaned from the language of the statute, the subject regulated, the purpose to be accomplished and the means applied for accomplishing the purpose. Tylee v. Hyde, 60 Fla. 389, 52 South. Rep. 968; State *ex rel.* Holloway v. Sheats, 78 Fla. 583, 83 South Rep. 508.
>
> Our constructive service statute (Sec. 3111 Rev. Gen. Stats. of Fla., 1920, as amended by Chapter 10102 Regular Session of 1925, as amended by Senate Bill No. 86, Extraordinary Session, 1925, Laws of Florida), is designed to give non-resident, unknown, absent or concealed defendants an opportunity to come into court and make their defense to a bill of petition exhibited against them within the time specified in the order to appear. It is accomplished by publishing the order to appear without delay in such newspaper as may be designated therein, or by posting copies of the notice as per terms of the order as prescribed by the statute. We think that since such statutes usually involve property rights they must be construed with reference to due process.
>
> Construing the term newspaper as used in our constructive service statute in the light of the foregoing facts, we think it must have reference to some publication appearing at daily or weekly intervals reporting the news or happenings of local or foreign interest, or both, such as social, religious, political, moral, business, professional, editorial and other kindred subjects intended for the information of the general reading public. It may become necessary in the course of litigation to reach members of any profession, trade, craft or calling by constructive service, hence the reason for publication in a newspaper of general circulation read and subscribed to by the public generally. Publication in any newspaper falling short of these requirements would not comply with the statute, nor meet the requirement of due process of law. Tylee v. Hyde, 60 Fla. 389, 52 South. Rep. 114; Meecher v. Stephens, 25 Minn. 146; Lynch v. Durfee, 101 Mich. 171, 59 N. W. Rep. 409; Williams v. Colwell, 14 App. Div. 26, 43 N. Y. Supp. 720, 1167.
>
> It would not only be unjust, but it would be contrary to the letter and spirit of the law to recognize as newspapers those publications designed for the benefit of any one class of the whole population, and that class a negligible percentage of the entire public, such as legal and medical journals or literary or scientific publications. Hanscom v. Meyer, *supra*. This objection however could be removed if it is made to appear that any periodical published for the benefit of a class or profession in addition thereto reports daily or weekly the news of a local or foreign interest, and in other respects meets the requirements of a newspaper as defined herein. Hanscom v. Meyer, *supra*; Railton v. Lauder, 126 Ill. 219, 18 N. E. Rep. 555; Maass v. Hess, 140 Ill. 576, 29 N. E. Rep. 887; Pentzel v. Squire, 161 Ill. 346, 43 N. E. Rep. 1064; Lynch v. Durfee, 101 Mich. 171, 59 N. W. Rep. 409.
>
> Now in the light of these specifications let us assess the value of the facts as presented by the pleadings in the case at bar. It is alleged in the alternative writ that The Daily Record is a newspaper of general circulation, that it is more than seven months old, that it is published at Miami, Florida, every day except Sunday and legal holidays, and that while its contents is devoted largely to matters of interest to the legal profession, it is a journal of general circulation with more than five hundred subscribers in the United States, most of whom are in Dade County, and that it embraces news items of interest to the public generally, such as personal items, notices of passing events, and general trade news. It is also alleged that the Daily Record has among its subscribers, banks, lawyers, advertising companies, burial parks, bond and mortgage companies, real estate adjusters, builders, insurance dealers, jewelers, publishers, property management, mercantile agencies, credit agencies, abstract companies, judges of the courts, court reporters, title searchers, municipal bonding companies, police department, clerk of courts, detective agencies, buyers of bankrupt stock, farmers, tent and awning companies, advertising companies, department stores, restaurants, immigration officers, sheriffs, undertakers, general merchandise stores and others.
>
> The return to the alternative writ admits that The Daily Record is more than seven months old and is published at Miami, Florida, every day except Sunday and legal holidays, but denies that it is a paper of general circulation, containing matters of interest to the public generally and that it has more than five hundred subscribers. The return further alleges that the Daily Record has a subscription of less than three hundred and fifty, that it is devoted to the particular purpose of disseminating information with reference to the transactions of the courts of Dade County, Florida, property advertisements, directories of the court, current papers filed in the court house, and that the said The Daily Record is published obviously for one class of people which class comprises a small part of the entire population.
>
> Several copies of The Daily Record are made a part of the record here. Inspection of these copies shows it to be a well prepared five column folio, twelve by fifteen and one-half inches. About one-half of three columns on the front page is devoted to "News of the Day." All other space is devoted to the proceedings and transactions of the various courts of Dade County, including a few advertisements. A portion of the space given to "News of the Day" is occupied by subject matter pertaining to the courts, and very little if any of it can be said to be of interest to the general public.
>
> * * * *
>
> This court takes judicial knowledge of the population of Dade County (over 150,000). The Daily Record with a subscription of three hundred and fifty or less, in a county of the population of Dade County and devoted primarily to reporting the proceedings and transaction of the courts, reporting little or no news in which the general public would be interested, would in our judgment, not be a newspaper in contemplation of our constructive service statute which must be construed in this connection with the due process clause of the State and Federal Constitutions. Olsen v. Bibb Co., 117 Min. 214, 135 N. W. Rep. 385, Ann. Cas. 1913D 877; Times Printing Co. v. Star Publishing Co., 51 Wash. 667, 99 Pac. Rep. 1040, 16 Ann. Cas. 414, and note p. 417; 20 R. C. L. 201.

That portion of Sec. 3111, above mentioned, as amended and now in force, relating to publication reads as follows:

> The Clerk or Judge if there be no Clerk of such Court, shall have all such orders of publication or notice to appear, whether made by himself or the Judge published before the

(*Continued on page 244*)

The Outstanding Event *of* 1927

in

Paterson, N. J.
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was the remarkable growth in circulation and increase in national advertising lineage of the leading evening newspaper — *The Press-Guardian.*

Agencies recognized this by placing most of their lineage in *The Press-Guardian.*

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National Representatives
G. LOGAN PAYNE COMPANY
New York Chicago Boston

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return day stated in such order or notice once a week for four successive weeks in some newspaper published in the County where the Court is located, if there be a newspaper published in such County, and if no newspaper be published in such County then three copies of such order or notice shall be posted * * in three different places in such County, * * *."

(INSURANCE.)

Does insurance policy cover injuries to employees of newspaper occurring through use of or riding in airplane on business of newspaper?

The following correspondence is quoted to bring to the attention of all executives the possibility that injuries resulting to employees from the use of airplanes on special or regular business of the company may not be covered by the insurance policies now in force.

QUESTION:

A question has arisen * * as to the liability arising when an editor assigns or permits a reporter to take a ride in an airplane to get a news story. * * *

During the recent high waters *The Gazette* delivered Sunday papers to X-ville by airplane—the only way of getting there. Will you please advise me as to what liability we incur in such cases and whether our compensation insurance would cover this mode of transportation the same as traction cars or auto truck, in the absence of any policy clause to the contrary?

REPLY:

I received today * the policy of the Blank Accident Assurance Corporation covering liability for injuries to your employees. You wish to know whether the policy would cover injuries occurring to a reporter on an airplane trip.

There is so much doubt as to the policy covering injuries of this kind that it would probably require litigation with the insurance company to determine it. Paragraph one (b) undertakes to indemnify you quite generally on account of injuries to employees legally employed, wherever such injuries may be sustained within the limits of the United States or Canada. However, a question as to the extent of such coverage is raised by Item 3 on page 3 of the policy under the general heading of "Declaration." Item 3 gives the "location of the premises" as at "18-20 N-F-Street, Y-ville, X-state, and/or elsewhere in the State of X." In that same item, subdivision 1, is specified "all industrial operations, upon the premises." Further on in the page, under "Classification of operations," where you give the estimated total of annual remuneration, the reference is to industrial operations upon the premises in, first, the printing office, and second, the clerical office. These are the only specifications as to the character of employees as to whom you are protected.

If there is to be employment of reporters to any extent requiring them to travel by airplane, it might be well to determine from the insurance company whether it is willing specifically to cover such a risk. I doubt if it will do so.

It would seem that the most convenient "out" would be to have the reporter who was making the trip execute an agreement by which for a stated consideration (it need not be more than a somewhat nominal amount), he agrees to assume all risk of injury in such travel, and to relieve *The Gazette* of all liability for such injuries.

(LAW.)

Misdemeanor to send false information to newspapers (New York).

Sec. 1353. *Furnishing false information.* Any person who knowingly and willfully states, delivers, or transmits by any means whatever to any manager, editor, publisher or other employee of a publisher of any newspaper, magazine, publication, periodical or serial, any false and untrue statement of a fact concerning any person or corporation, with intent that the same shall be published, is guilty of a misdemeanor. (Added by L. 1920, ch. 569, Sept. 1).

(Cahill's Consolidated Laws of New York, 1923, Penal Law, ch. 41, Art. 126).

(LAW.)

Libel and Slander—Ohio.

11341. *Libel and Slander.* In an action for a libel or slander, it shall be sufficient to state, generally, that the defamatory matter was published or spoken of the plaintiff. If the allegation be denied, the plaintiff must prove the facts, showing that the defamatory matter was published or spoken of him. In such action it shall not be necessary to set out any obscene word, but it shall be sufficient to state its purport.

11342. *Defenses in actions for libel or slander.* In an action for a libel or a slander, the defendant may allege and prove the truth of the matter charged as defamatory. Proof of the truth thereof shall be a complete defense. In all such actions any mitigating circumstances may be proved to reduce damages.

11343. *Malice must be proved.* If it appears at the trial, that the publication complained of was made in good faith, through mistake of fact, but with reasonable ground for believing the statements therein contained were true, and that the publisher, upon demand, within a reasonable time thereafter published a full and complete retraction in as public a manner as that in which the original publication was made, the presumption of malice attaching to or growing out of such publication shall thereby be rebutted. Nothing contained in this section shall prevent the person libelled from alleging and proving actual malice on the part of the publisher and any special damages resulting to him therefrom.

11343—1. *Impartial report of proceedings privileged.* The publication of a fair and impartial report of the proceedings before state or municipal legislative bodies, or before state or municipal executive bodies, boards or offices, or the whole or a fair synopsis of any bill, ordinance, report, resolution, bulletin, notice, petition or other document presented, filed or issued in any proceeding before such legislative or executive body, board or officer, shall be privileged, unless it shall be proved that such publication was made maliciously.

11343—2. *Impartial report of indictment, warrant, affidavit, etc., privileged.* The publication of a fair and impartial report of the return of any indictment, the issuing of any warrant, the arrest of any person accused of crime, or the filing of any affidavit, pleading or other document in any criminal or civil cause in any court of competent jurisdiction, or of a fair and impartial report of the contents thereof, shall be privileged, unless it be proved that the same was published maliciously, or that the defendant has refused or neglected to publish in the same manner in which the publication complained of appeared, a reasonable written explanation or contradiction thereof by the plaintiff, or that the publisher has refused, upon request of the plaintiff, to publish the subsequent determination of such suit or action, provided, that nothing in this act shall authorize the publication of blasphemous or indecent matter.

(References to General Code of Ohio, 1926—Throckmorton).

(LAW)

United States Contempt of Court.

385. *Administration of oaths; contempts.* The said courts shall have power to impose and administer all necessary oaths and to punish by fine or imprisonment, at the discretion of the court, contempts of their authority. Such power to punish contempts shall not be construed to extend to any cases except the misbehavior of any person in their presence, or so near thereto as to obstruct the administration of justice, the misbehavior of any of the officers of said courts in their official transactions, and the disobedience or resistance by any such officer, or by any party, juror, witness, or other person to any lawful writ, process, order, rule, decree, or command of the said courts.

(United States Code, Title 28; Judicial Code, Sec. 268).

Note: The phrase "said courts" in above paragraph refers to "courts of the United States."

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Agence Havas, Paris—F. J. J. Merck, 383 Madison avenue, New York City; R. Remy, Albee Building, Washington, D. C.

American-Swedish News Exchange—Dr. B. H. Brilloth, 52 Vanderbilt avenue, New York City.

Amsterdam (Holland) De Telegraaf—G. J. M. Simons, 44 Beaver street, New York City.

Amsterdam Het Vaterland—G. Maerckelback, 5093 Albany Post Road, New York.

Australian Press Association — A. Rothman, Times Annex, W. 43rd street, New York City.

Barcelona Diario—Jose M. Estrugo, 309 W. 106th street, New York City.

Berlin Nieus Wiener Tagblatt—Dr. W. Forgo, Lenox avenue, Maywood, N. J.

Bogota (Colombia) El Estecador—M. G. Pena, 154 Nassau street, New York City.

Bombay (India) Chronicle—T. H. K. Rezmie, 1400 Broadway, New York City.

Buenos Aires America—W. C. Ross, 51 Chambers street, New York City.

Buenos Aires La Nacion—W. W. Davies, 383 Madison avenue, New York City.

Buenos Aires La Prenza—R. Ronconi, 51 Chambers street, New York City.

Copenhagen (Denmark) Berlingske Tidende—Julius Moritzen, Room 422, 136 Liberty street, New York City.

Chicago Tribune (Paris Edition)—P. H. Boone, c/o New York Times.

Cracow (Poland) Czas—Dr. A. M. Nawench, 661 West 179th street, New York City.

Eastern Telegraphic Agency—R. Nolzulski, New York; Jos. Campau, Detroit.

Havana (Cuba) La Prensa—Allan Marckley, 63 Park Row, New York City.

Havre (France) Eclair—A. E. Sieper, 109 West 54th street, New York City.

Japanese Telegraphic News Agency—S. Midzutani, 35 Sixth avenue, New York City.

Jewish Telegraph Agency—J. Landau, 621 Broadway, New York.

Liverpool (England) Echo—Harold Butcher, 420 West 121st street, New York City.

London Daily Chronicle—J. W. Harding, Room 1901, 21 E. 40th street, New York City.

London Daily Express—Warren Mason, 313 World Building, New York City.

London Daily Mail—W. F. Bullock, 280 Broadway, New York City.

London Daily Mirror—T. Walter Williams, 253 West 42nd street, New York City.

London Daily News—Wilson Midgely, 374 Chatsworth avenue, Larchmont, N. Y.

London Newspapers—P. W. Wilson, 227th street and Independence avenue, New York City; F. M. W. Hall, Times Annex, W. 43rd street, New York City.

London Daily Telegraph—Percy S. Bullen, 66 Broadway, New York City; S. J. Clarke, 66 Broadway, New York City.

London Morning Post—Sir Maurice Low, 1150 Connecticut avenue, Washington, D. C.

London Times—L. E. Hinrichs, 280 Broadway, New York City; W. Lewis, Wilkins Building, Washington, D. C.

Manchester (England) Guardian—T. Wyn Williams, 220 West 42nd street, New York City.

Mexico City El Universal—A. Algara, 25 W. 44th street, New York City.

Milan (Italy) Corriere de la Sera—Dr. F. Ferrero, P. O. Box 5, Annapolis, Md.

Milan Il Corriere—Bruno Zirato, 322 W. 724 street, New York City.

Montreal "La Patrie"—A. Fitzpatrick, 410 Cathedral Parkway, New York City.

Montreal, La Presse—Joseph Bourgeois, 5 West 16th street, New York City.

Montreal, Le Soleil and Le Canada Musicale—Arthur LaMalice, 45 West 84th street, New York.

Paris Express de Mulhouse—Clement Rueff, 46 East 46th street, New York City.

Paris Herald—Roland Kilbon, 280 Broadway, New York City.

Paris, L'Information—Max Loewy, 49 Broad street, New York City.

Paris "Le Matin"—Leonce Levy, care New York World, 63 Park Row, New York City.

Paris L'Oeuvre—Raymond Loewy, 47 West 42nd street, New York City.

Paris Revue de la Marine de Commerce—B. Aillet, 562 Market street, San Francisco.

Peking Daily News—E. K. Moy, 64 Wadsworth Terrace, New York City.

Pretoria (South Africa) Ons Vaderland—Eugene C. Van Wyk, 446 St. Johns Place, Brooklyn, N. Y.

Rio de Janeiro (Brazil) A Noite—W. R. Douglas, North American Newspaper Alliance, 63 Park Row, New York.

Reuter's, Ltd., London—F. Douglas Williams and T. A. Dixon, 383 Madison avenue, New York City.

Rome L'Italie—A. H. Carpi, 143 E. 34th street, New York City.

Rome (Italy) La Tribuna—A. Arbib Costa, 3647 Broadway, New York City.

Rotterdam, Nieuwe Rotterdamsche Courant—Mrs. Albert Boni, 25 Fifth avenue, New York.

St. John (Canada) Telegraph—Dr. Van Buren Thorne, 78 27th street, Jackson Heights, L. I., N. Y.

Santiago de Chile La Nacion—Severo Salcedo, 163 Broadway, New York City.

Santiago (Chile) "El Mercurio"—S. S. Koppe, Times Building, New York City.

Sofia Bulgarie—Dimitri Mamarcheff, Apt. 53, 3692 Broadway, New York.

Tokio Japan Advertiser—Joseph P. Barry, 342 Madison avenue, New York City.

Tokio Kokumin—M. Takarada, 741 West End avenue, New York City.

Tokio Asahi Shimbun—K. Kitano, 308 World Bldg., 63 Park Row, New York.

Tokio Osaka Mainichi—M. Takata, 407 Tribune Building, New York City.

Tokio Hochi Shimbun—H. U. Clayton, 75 West street, New York.

Turin La Stampa—Luigi Giovanola, 23 W. 48th street, New York.

Vienna (Austria) Neues Wiener Tagblatt—Simon Lehr, 200 Claremont avenue, New York.

Warsaw Daily Courier—Antoni Milkowski, 40 Grove street, New York.

Warsaw Daily Echo—J. Matyka, 110 E. 10th street, New York.

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Wood, A. E., staff, N. Y. (City) World (May 28: p. 46)
Wolfe, R. F., pub. Ohio State Journal, Dispatch, Columbus (O.) (Jan. 15: p. 18)
Warner, C. D., formerly Chicago (Ill.) Inter-Ocean, Boston (Mass.) Christian Science Monitor (Jan. 15: p. 47)
Walters, A. H., pres. Johnstown (Pa.) Tribune (Dec. 17: p. 36)
Wood, R. S., former ad. mngr. N. Y. (City) Globe (Aug. 20: p. 16)
Weeks, W. W., pub. Norfolk (Neb.) News (Oct. 1: p. 40)
Weller, C. H., dir. school of journalism, Univ. of Iowa, Iowa City (Ia.) (March 5: p. 29)
Woodward C. J., pres. Keene (N. H.) Sentinel (May 14: p. 38)
Whiffen, W. C., corr. A. P., Moscow (Russia) bureau (Aug. 27: p. 16)
Willoughby, C. M., mng. ed. Hattiesburg (Miss.) American (June 25: p. 56)
Winter, S. F., formerly staff Xenia (O.) Journal (Aug. 20: p. 24)
Winburn, W. D., staff, San Antonio (Tex.) Light (Oct. 22: p. 36)
Yelverton, W. E., mng. dir. Current News Features, Washington (D. C.) (Jan. 8: p. 42)

NECROLOGY—CANADA

Crate, J. S., mng. ed. Ottawa (Ont. Journal) (Oct. 1: p. 40)
Daly, P., ed. Kingston (Ont.) Canadian Freeman (June 4: p. 47)
Kydd, S. L., staff, Montreal (Que.) Gazette (Sept. 10: p. 36)
Markey, J., ed. Woodstock (Ont.) Sentinel-Review (July 9: p. 43)
McGibbon, D. L., former owner Montreal Herald (April 23: p. 13)
Sayers, E. T., advertising agent, Montreal (Jan. 1: p. 49)
Wilkinson, W. J., mng. ed. Toronto (Ont.) Mail and Empire (Oct. 8: p. 60)
Willison, Sir J. S., ed. Toronto Globe, News (June 4: p. 46)

NECROLOGY—ENGLAND

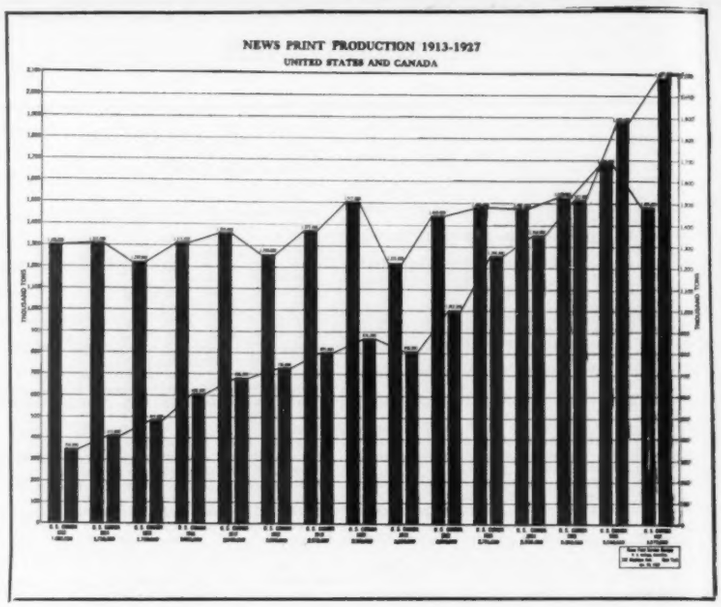
Donohoe, M. H., corr. Chronicle, London (Feb. 5: p. 40)

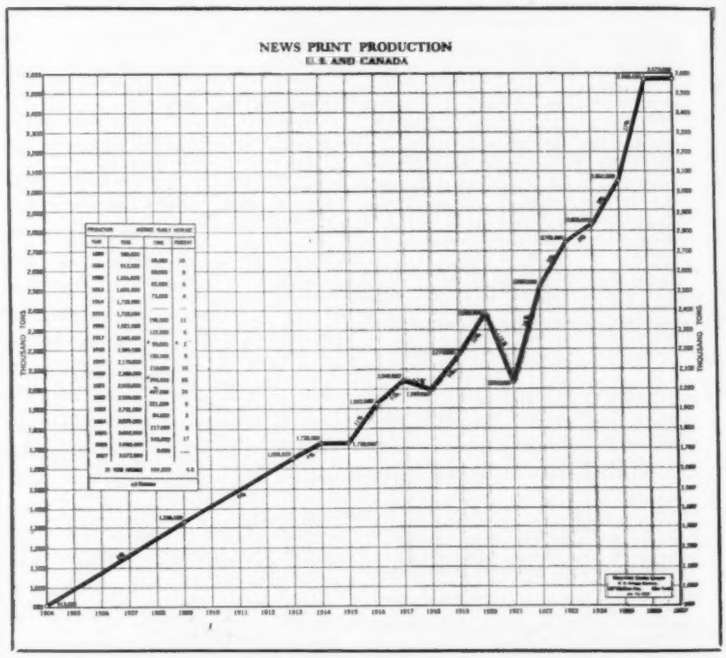
NECROLOGY—FRANCE

Dupuy, P., pub. Le Petit Parisien, Paris (July 16: p. 30)

NECROLOGY—GERMANY

Harden, W., former pub., ed. Die Zukunft, Berlin (Nov. 5: p. 36)





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IMPORTANT FOREIGN LANGUAGE PAPERS—U. S.

ARIZONA

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
TUCSON					
	Spanish				
El Tucsonese, Tu., Th., Sat.		1,825	.032	Comm'l Ptg. Co.	F. S. Moreno

CALIFORNIA

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
CALEXICO					
	Spanish				
La Frontera			.021	Lower California Pub. Co.	Pablo Herrera
FRESNO					
	Armenian				
Asbarez, Fri.		2,175	.032	Asbarez Pub. Co.	
LOS ANGELES					
	German				
California Staats-Zeitung, Fri.		8,000	.03	Edward Stuetz	
	Japanese				
Rafu Shimpo, D/S		9,120	.07	L. A. News Pub. Co.	N. T. Koma
	Jewish				
California Jewish Voice, Fri.		9,300	.09	Jewish Voice, Inc.	Chas. Wortsman
	Spanish				
El Heraldo de Mexico, Mex., Mon.		6,000	.05	C F. Marburg Y Cia	Juan de Heras
	Swedish				
California Veckoblad, Fri.		3,500	.035	Alfred Hailj	Alfred Hailj
OAKLAND					
	Portuguese				
Unaio Portuguesa, Mon.		2,000	.052	F. M. Trigulero	C. C. Nunes
SACRAMENTO					
	Italian				
Capitale, Sat.		4,653	.055	Capitale Pub. Co.	
	Japanese				
Japanese Daily News, M.		3,500	.07	Kenji Oki	S. Inour
SAN FRANCISCO					
	Chinese				
Chinese World, D ex. Sun.		7,675	.07	Sai Gai Yat Vo Pub. Co.	C. K. Leong
Chung Sai Yat Po, D ex. Sun.		7,750	.08	Chung Sai Yat Po Pub. Co.	Ng. Poon Chew
	French				
Echo de L'Ouest, Sun.		1,980	.035	Leon L. Rey	Leon L. Rey
Franco Californien, M.		2,274	.035	Franco-American Pub. Co.	A. Lusinchi
	German				
California Demokrat, Sun		4,582	.04	Emil Goldschmied	E. Goldschmied
	Greek				
California, Sat.		10,500	.035	T. B. Mountanos	T. B. Mountanos
Prometheus, Fri.		10,000	.043	Prometheus Pub. Co.	
	Italian				
La Colonia Svizzere, Wed., Fri.		8,000	.054	Swiss Pub. Co.	
L'Italia, D/S		20,900	.14	L'Italia Press Co.	
La Voce del Popolo, D ex. Sun.		14,000	.14	Voce del Popolo Pub. Co.	O. D. Ronchi
	Japanese				
Japanese American, D/S		16,842	.57	New World, Inc.	T. Furuya
	Norwegian-Danish				
Bien, Thur.		6,000	.055	Sophus Hartwich	Sophus Hartwich
	Portuguese				
Jornal de Noticias, Fri.		7,500	.05	P. L. do Silveira	
	Serbian				
Serbian Herald, Sat.		12,754	.072	Serbian Educational Society "Luca"	
	Spanish				
Hispano America, Sat.		5,000	.055	Julio G. Arce, Inc.	Julio G. Arce
	Swedish				
Vestkusten, Thurs.		5,000	.055	West Coast Pub. Co.	Alex Olsson
STOCKTON					
	Italian				
Sole, Sat.		4,644	.055	Flavio—John Flavius	

COLORADO

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
DENVER					
	German				
Colorado Herold, Wed., Sun.		14,300	.08	Colorado Herold Pub. Co.	H. H. Fast
	Italian				
La Capitale, Sat.		9,300	.055	La Capitale Pub. Co.	
Risveglio, Wed., Sun.		9,300	.055	Ital-American Pub Co.	
	Swedish				
Svensk-Amerikanska Western, Sat.		13,000	.075	Nils J. Hammar	Alf J. Tengwold
PUEBLO					
	Italian				
L'Unione, Sat.		16,662	.055	Union Pub. Co.	Vincenzo Massar

CONNECTICUT

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
BRIDGEPORT					
	Bohemian				
Telegraf, Tu., Fri.		2,500	.03	Slovak Catholic Pub. Co.	
	Italian				
Sentinella, Sat.		1,800	.02	P. Altieri	P. Altieri
	Hungarian				
Testvériség, Fri.		5,500	.036	Brotherhood Ptg. Co.	Z. Haraszi
	Italian				
Aurora, Thurs.		3,500	.05	L'Aurora Pub. Co.	
FAIRFIELD					
	Hungarian				
Bridgeport, Wed., Sat.		8,500	.055	C. Csongradi	C. Csongradi
HARTFORD					
	Italian				
La Capitale, Sat.		3,700	.04	Capitale Pub. Co.	G. Errichiello
NEW BRITAIN					
	Polish				
Przewodnik Katolicki, Fri.		10,000	.035	Rev. Lucyan Bojnowski	Rev. L. Bojnowski
NEW HAVEN					
	Italian				
Il Corriere del Connecticut, Sat.		8,500	.035	Joseph Santella	J. Santella
Forche Caudine, Sat.		1,800	.021	A. Pisani	A. Pisani
Parola Cattolica, Sun.		3,250	.025	Catholic Word Pub. Co.	I. Maturo
SHELTON					
	Italian				
La Luce, Sat.		2,000	.025	P. Cobianchi	P. Cobianchi
WATERBURY					
	Italian				
Progresso del New England, Sat.		1,500	.03	C. P. Lanza	C. P. Lanza
Verita, Sat.		4,100	.025	Frank De Feo	Frank De Feo

FLORIDA

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
TAMPA					
	Spanish				
Heraldo Dominical, Sun.		10,000	.04	Heraldo Dominical Pub. Co.	J. Gonzales
La Prensa, D ex. Sun.		3,800	.029	Prensa Pub. Co.	J. Cortez

ILLINOIS

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
AURORA					
	German				
Volksfreund, Fri.		1,800	.03	Otto May & J. B. Gummerman	
CHICAGO					
	Bohemian				
Amerikan, Mon., Thurs.		39,403	.07	August Geringer	
Denni Hlasatel, D/S		39,136	.10	Denni Hastel Pub. Co.	Joseph Neuzil
Duch Casu, Sun.		35,237	.07	August Geringer	V. A. Geringer
Hlasatel, Tu., Fri.		45,856	.12	Denni Hlasatel Pub. Co.	Joseph Neuzil
Katolik, Tu., Fri.		7,948	.06	Bohemian Benedictine Press	
Hospodarske Listy, S/M, Thurs.		3,487	.04	Bohemian Benedictine Press	
Narod, D/S, m.		3,384	.04	Bohemian Benedictine Press	
Predmestske Listy, Sat.		10,000	.07	Bohemian Benedictine Pub. Co.	Dagobert Navak
Slavie, Tu., Fri.		22,428	.05	August Geringer	M. Geringer
Sprevedlnost, D/S, m.		9,800	.06	Bohemian Socialist Party	H. Miniberger
Svornost, D ex. Sun.		38,476	.10	August Geringer	V. A. Geringer
Zajmy Lidu, Tu., Fri.		6,000	.05	Bohemian Socialist Party	H. Miniberger
	Croatian				
Hrvatski Glasnik, Thurs.		17,547	.065	I. F. Lupis-Vukic	I. F. Lupis-Vukic
Jugoslavia, Sat.		21,221	.10	J. R. Palandech	J. R. Palandech
	German				
Abendpost, D ex. Sun., ABC		47,283	.20	Abendpost Co.	Paul F. Muller
Sontagspost, Sun., ABC		37,312			
Ill. Staats-Zeitung, Wed., Sun.		16,500	.12		
	Greek				
Chicago Greek Daily, D ex. Sun.		15,000	.25	S. Kotskis and N. Demopoulos.	
Greek Star, Fri.		10,000	.09	P. S. Lambros	N. S. Baris
Saloniki, Sat.		12,000	.10	C Salopoulos	C. Salopoulos
	Hollandish				
Onze Toekomst, Wed.		3,650	.035	Christian Literature Pub. Co.	
	Hungarian				
Magyar Tribune, Fri.		21,800	.07	Samuel Sandor	Samuel Sandor
Otthon, Sun.		11,045	.06	A. de Dessewffy	A. de Dessewffy
	Italian				
Idea, Sat.		10,000	.043	Antonio Ferrari	Antonio Ferrari
L'Italia, Sun., Tu., Thurs.		19,000	.15	Italian Pub. Co.	Oscar Durante
The Newcomer, Sat.		25,000	.08	C. Gigliotti	C. Gigliotti
Tribuna Italiana, Thurs.		15,000	.10	A. M. Valerio	A. M. Valerio
	Jewish				
Daily Jewish Courier, D ex. Sat.		38,539	.12	M. P. Ginsberg	S. M. Melamed
Jewish Daily Forward, D/S, ABC.		40,073	.15	Forward Association	
Daily Jewish Press, D ex. Sat.		32,500	.10	A. M. Liebling	A. M. Liebling
	Lithuanian				
Draugus, D/S		13,500	.05	Draugus Pub. Co.	K. Matulaitis
Naujienos, D ex. Sun.		37,000	.10	Lithuanian News Pub. Co.	Plus Grigaitis
	Norwegian-Danish				
Dansk-Tidende og Revyen, Tu.		5,000	.06	Dansk Tidende, Inc. Pub.	
Evangelisten, Thurs.		8,000	.035	Evangelisten Pub. Society	H. F. Josephson
Evangelisk Tidende, Thurs.		5,000	.036	Methodist Book Concern	P. M. Patterson
Scandia, Wed.		5,000	.06	H. Lund	
Skandinaven, D ex. Sun.		11,853	.06		
Skandinaven, Sun.		17,000	.08	John Anderson Pub. Co.	John Benson
Skandinaven, Fri.		27,119	.10		
	Polish				
Dziennik Chicagoski, D ex. Sun.		27,502	.10	Polish Pub. Co.	F. Hacynski
Glos Polek, Thurs.		23,000	.10	Zwiazek Polek W. Ameryce	
Robotnik Polski, Sun.		26,342	.09	Polish Peoples' Pub. Co.	A. Olszewski
Dziennik Ziednoczenia, D ex. Sun.		23,000	.08	Polish R. C. Union of U.S.A.	Stefancwic
Narod Polski		96,000	.114	Polish R. C. Union of U.S.A.	
Zgoda Tygodniowa, Thurs.		111,279	.30	Polish Nat'l Alliance	J. Przyprawa
Dziennik Zwiazkowy Zgoda, D ex. Sun., ABC		39,661	.15	Polish Nat'l Alliance	J. Przyprawa
	Russian				
Daily Free Russia, D ex. Sun.		19,000	.05	Free Russia Pub. Co.	Gregory Baka
	Serbian				
United Serbian, Tu.		20,346	.07	Palendech Bros.	J. R. Palendech
	Slovak				
Katolicke Slovenske Noviny, Wed.		13,500	.05		
Ludovy Dennik, D ex. Sun.		18,500	.05	Ludovy Dennik Pub. Assn.	J. E. Chudatsik
Slovensky Americky Dennik, D ex. Sun.		9,200	.04	Slovak-American Pub. Assn.	
	Slovenian				
Edinost, Tu., Th., Sat.		5,000	.035	Edinost Pub. Co.	
Glas Svobode, Tu., Fri.		18,735	.075	Atlantic P. & P. Co.	A. H. Skubic
Prosveta, D ex. Sun.		30,000	.05	Slovanic Natl. Benefit Soc.	J. Zavertnik
	Swedish				
Chicago Bladet, Tu.		9,039	.055	Chicago Bladet Pub. Co.	
Forbundets Veckotidning, Tu.		10,794	.07	Covenant Book Concern	
Missions Vannen, Tu.		15,000	.06	Mission Friend Pub. Co.	
Sandebudet, Tu.		5,400	.04	Swedish M. E. Book Con.	J. E. Hillsberg
Svenska Amerikanaren, Thurs.		66,343	.18	Swedish-American Ptg. Co.	
Svenska Kuriren, Thurs.		47,246	.12	A. J. Johnson	
Svenska Standaret, Tu.		9,299	.07	Swedish-Baptist Gen. Conf. of America	
Svenska Tribunen Nyheter, Wed.		64,881	.18	Swedish Pub. Co.	
GRANITE CITY					
	Bulgarian				
Naroden Glas, D ex. Sun.		5,500	.05	Naroden Glas Pub. Co.	V. Grammaticoff
MOLINE					
	Flemish				
Gazette van Moline, Thurs.		7,506	.035	Moline Gazette Pub. Co.	
ROCK ISLAND					
	Swedish				
Augustiana, Thurs.		17,730	.10	Augustiana Book Concern	C. Kraft and L. G. Abrahamson
Lutheran Companion, Sat.		15,000	.075	Augustiana Book Concern	C. J. Bengston, I. D and O. N. Olson

INDIANA

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
FORT WAYNE					
	German				
Freie Presse-Staats Zeitung, D ex. Sun.		3,193	.035	Freie Press Co.	
GARY					
	Italian				
Americans, All. Sat.		7,500	.04	Nicolo Acomando	Nicolo Acomando
	Polish				
Glos Ludu, Fri.		6,625	.021	Antony Boerg	Antony Boerg
SOUTH BEND					
	Polish				
Goniec Polski, Wed., Sat.		6,921	.04	Goniec Polski Ptg. Co.	G. D. Kaleszynski

IOWA

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
CEDAR RAPIDS					
	Bohemian				
Cedar Rapids Listy, Thurs.		3,250	.035	Frank Hradecky	Frank Hradecky
Iowsky Vestnik, D/S		3,760	.021	August Geringer	V. A. Geringer
DECORAH					
	Norwegian-Danish				
Decorah Posten, Tu., Fri.		43,775	.14	Amundsen Pub. Co.	

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IMPORTANT FOREIGN LANGUAGE PAPERS—U. S.

(Continued from page 247)

IOWA—Continued

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
ORANGE CITY					
	Holland				
De Volksvriend, Thurs.		5,705	.029	H. P. Oggel & Son	H. P. Oggel & Son

KANSAS

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
HILLSBORO					
	German				
Vorwarts, Fri.		4,350	.03	Mennonite Brethren Pub. House	A. L. Schellenberg
LINDSBORG					
	Swedish				
Posten, Wed.		1,200	.021	Bethany Ptg. Co.	Dr. G. A. Dorf
NEWTON					
	German				
Herold, Thur.		3,200	.03	Herald Pub. Co.	

KENTUCKY

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
HIMLERVILLE					
	Hungarian				
Magyar Banyaszlap, Thurs.		18,058	.08	Andrew Fisher	Andrew Fisher
LOUISVILLE					
	German				
Louisville Anzeiger D/S. Sun.		7,072	.07	Louisville Anzeiger Co.	
Katholischer Glaubenshote, Thurs.		3,000	.035	Publishers Ptg. Co.	

LOUISIANA

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
NEW ORLEANS					
	Italian				
Voce Coloniale, Sat.		18,407	.10	Colonial Voice Pub. Co.	

MAINE

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
LEWISTON					
	French				
Le Messager, M.W.F.		3,500	.025	J. B. Couture	J. B. Couture

MARYLAND

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
BALTIMORE					
	Bohemian				
Baltimorske, Listy, Mon., Thurs.		4,000	.04	August Geringer	V. A. Geringer
Telegraf, Fri.		1,500	.035	Bohemian-American Pub. Co.	
	German				
Correspondent, Tu., Fri.		6,570	.10	Boemmel & Hlesch	
	Jewish				
Jewish Times, Fri.		16,500	.15	D. Alter	C. A. Rubinstein
	Polish				
Jednosc-Polonia, Sat.		14,000	.07	Polish-American Pub. Co.	Adam Bartosz

MASSACHUSETTS

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
BOSTON					
	Armenian				
Baikar, D/ex. Mon.		7,000	.05	Baikar Assn. Inc.	
Hairenik, D/8 ex. Mon.		8,000	.055	Hairenik Press	R. Tarpinian
	German				
Anzeiger & Post, Sat.		10,000	.09		
	Italian				
Gazetta del Mass., Sat.		16,062	.10	J. V. Donnaruma	J. V. Donnaruma
Notizia, D/8 (m)		34,600	.08	Notizia Pub. Co.	S. N. Lorgorine
	Jewish				
Boston Jewish American, Fri.		8,500	.072	Jewish Press Pub Co. of N. E.	S. B. Friedson
Jewish Advocate, Thurs.		20,000	.25	Jewish Advocate Pub. Co.	Alexander Brin
Leader, Sat.		7,500	.07	Simon Shamroth	Simon Shamroth
	Lithuanian				
Darbininkas, Tu., Thurs., Sat.		8,173	.10	St. Joseph's Lithuanian R. C. Assn. of Labor	
Keleivis, Wed.		19,000	.072	J. G. Gezugis & Co.	
	Polish				
Kuryer Codzienny, D ex. Sun.		15,675	.10	Kuryer Bostonski Pub. Co.	S. Popiel
FALL RIVER					
	French				
Independant, Eve. and Sun.		4,121	.045	L'Independant Pub. Co.	Ph. A. Lajoie
	Portuguese				
Novidades, Thurs.		5,725	.045	Novidades Pub. Co.	J. B. Machado
FITCHBURG					
	Finnish				
Raivaaja, Eve. ex Sun.		8,824	.05	Finnish Socialistic Pub. Co., Inc.	
Pohjan Tahti, Tu., Thurs., Fri. Sat.		2,000	.025	North Star Pub. Co.	August Kangas
	French				
Liberte, Fri.		5,240	.039	Liberte Pub. Co.	C. A. Rovidoux
HAVERHILL					
	French				
Citoyen, Fri.		2,000	.02	Citoyen Pub. Co.	
HOLYOKE					
	French				
La Justice, Thurs.		5,504	.035	La Justice Pub. Co.	Joseph Lussier
	German				
New England Rundschau, Fri.		4,200	.036	Wisly Ptg. Co.	Jacques Wisly
LAWENCE					
	French				
Courrier de Lawrence, Wed.		2,700	.043	Wood Press, Inc.	J. C. Martin
LOWELL					
	French				
Clairon, Sat.		2,500	.018	Le Clairon Pub. Co.	
L'Etoile, D/ex. Sun.		5,000	.03	L'Etoile Pub. Co.	
LYNN					
	French				
Lynnois, Wed.		3,488	.025	Lynnois Pub. Co., Inc.	Orphee Gingras
NEW BEDFORD					
	French				
L'Independant, D/ex. Sun.		2,967	.04	L'Independant Pub. Co.	J. B. Nowlan
	Portuguese				
Alvorado Diaria, D/ex. Sun.		4,000	.03	Alvarado Pub. Co.	Francisco A. Sonotos
O Independence, Thurs.		4,000	.021	Portuguese Newspaper Co.	Jose M. Almeida
O Popular, Thurs.		5,000	.035	Polycarpo & Vieria Antonio	C. Vieria
SALEM					
	French				
Courrier de Salem, Thurs.		4,475	.039	Courrier Pub. Co.	
WORCESTER					
	Finnish				
Eteenpain D/ex. Sun.		10,947	.05	Eteenpain Co-Op. Society	David Heino
	French				
L'Opinion Publique, D/ex. Sun.		6,112	.04	Belisle P. & P. Co.	E. L. Belisle
	Lithuanian				
Amerikos Lietuvis, Thurs.		8,000	.035	M. Paltanavicia	
	Swedish				
Svea, Wed.		36,341	.14	Svea Pub. Co.	A. H. Trulson

MICHIGAN

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
CALUMET					
	Croatian				
Hrvatska, Fri.		7,865	.035	Croatian Pub. Co.	
	Finnish				
Valvoja, Tu., Thur., Fri.		8,700	.04	Finnish Republican Ptg. Co.	Into Teljo
DETROIT					
	Flemish				
Gazette van Detroit, Fri.		4,508	.065	Belgian Press Co.	
	German				
Abendpost, Eve, ex. Sun.		19,500	.18	Abendpost Pub. Co.	
	Hungarian				
Magyar Hirlap, Tu., Fri.		7,860	.05	Anton Feder	Paul King
	Italian				
La Voce del Popolo, Fri.		9,000	.10	Italian Pub. Co.	
Tribuna Italiana, Fri.		8,500	.07	Italian Tribune of America Pub. Co.	V. Giuliano
	Polish				
Dziennik Polski (Eve. ex. Sun)		18,922	.09	Polish-American Pub. Co.	T. Siemiradzki
Ognisko Domowe Fri.		2,000	.05	Ognisko Domowe Pub. Co.	F. S. Barc
Rekord Codzienny, Eve., ABC		20,938	.12	Polonia Pub. Co.	
GRAND RAPIDS					
	Hollandish				
Christian Journal, Sat.		2,800	.02	Christian Journal Pub. Co.	
De Huisvriend, Monthly		12,675	.09	H. H. D. Langereis & Son	H. Keegstra
De Wachter, Wed.		8,575	.055	Pub. Com. of Chr. Reformed Church	
Standard Bulletin, Sat.		4,000	.043	Christian Journal Pub. Co.	M. Berghage
HANCOCK					
	Finnish				
American Suometar, Tues., Thur., and Sat.		6,250	.043	Finnish Lutheran Book Concern	
HOLLAND					
	Hollandish				
De Grondwet, Tues.		6,000	.035	J. B. Mulder	J. B. Mulder
KALAMAZOO					
	Hollandish				
Hollandish-American, M.W.F.		5,592	.039	Dalm Ptg. Co.	J. J. Dalm
LAURIUM					
	Italian				
Minatore Italiano, Tri-Weekly		3,000	.035	A. C. Marinelli	A. C. Marinelli
SAGINAW					
	German				
Journal, Sat.		3,500	.025		

MINNESOTA

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
DULUTH					
	Finnish				
Industrialisti, Sun.		9,200	.065	Workers Socialist Pub. Co.	Ivar Vapaa
Paivalehti, (Eve. ex. Sun.)		5,350	.043	Finnish Daily Pub. Co.	A. Lundqvist
	Norwegian-Danish				
Duluth Skandinav, Fri.		7,000	.03	Fuhr Pub. Ptg. Co.	J. J. Fuhr
	Swedish				
Posten, Fri.		6,500	.036		

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1899 to 1928

Twenty-nine years of Better Features for Newspapers

CAMERA NEWS PAGE (weekly)
A page of news and interesting pictures

CHILDREN'S PAGE (weekly)
Stories, paint pictures, puzzles, etc.

FASHION PAGE (weekly)
A page of up-to-the-minute fashions

FEATURE PAGE (weekly)
Two halves, subjects of general interest

HOUSE PLANS (weekly)
Moderate-priced homes

ART AND NEEDLE (daily)
Pretty and practical things for the housewife

CROSS-WORD PUZZLES (daily)
Brain teasers always hold a great reader interest

DOT PUZZLES (daily)
Attractive drawings for the youngsters to make

SMILES (daily)
A vertical strip of 1-col. comics, make and ideal filler feature

PERTINENT PORTRAITS (daily)
People in the public eye

CURRENT RADIO (daily)
The care and maintenance of your car

HINTS FOR THE MOTORIST (3-a-week)
A timely feature

NOOZIE (daily)
Bright sayings of our newsboy

THE AD-ROUTE (monthly)
Your personal house organ

AUTO FOOL
(a series of 31 automobile cartoons)

BASKETBALL
(a series of 30 articles)

FOOTBALL
(a series of 42 articles)

SOCCER
(a series of 42 articles)

MAPS,
United States, Canada, South America, Central America and China

THE INTERNATIONAL SYNDICATE
BALTIMORE, MARYLAND

IMPORTANT FOREIGN LANGUAGE PAPERS—U. S.

(Continued from page 248)

MINNESOTA—Continued

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
MINNEAPOLIS					
German					
Freie Presse-Herald, Fri.		12,000	.04	Westliche Herold Pub. Co.	Emil Leicht
Norwegian-Danish					
Folkelbladet, Wed.		3,500	.025	Lutheran Free Church Pub. Co.	Prof. J. Tanner
Lutheraneran, Wed.		20,436	.12	Augsburg Pub. House	
Tidende, M.		5,720	.05	T. Gulbrandsen Pub. Co.	S. Sorenson
Tidende, Thurs.		21,000	.10	T. Gulbrandsen Pub. Co.	S. Sorenson
Ugebladet, Thurs.		7,000	.04	C. Rasmussen Co.	
Veckobladet, Tu.		8,000	.06	Veckoblad Pub. Co.	Erik Dalhielm
Swedish					
Svenska-Amerikanska Posten, Wed.		54,812	.18	Posten Press	Magnus Martinson
Svenska Folkets Tiding, Wed.		27,000	.09	Swedish Ptg. Co.	Carl Effenen
NEW ULM					
German					
Dakota Freie Presse, Tues.		17,683	.07	Freie Presse Ptg. Co.	
NEW YORK MILLS					
Finnish					
Uusi Kotimaa, Tues., Thurs., Sat.		15,000	.06	People's Voice Pub. Co.	Alex Ohrn; S. Konkonpaa
ST. CLOUD					
German					
Nordstern, Thur.		3,500	.021	North Star P. & P. Co.	
Post, Fri.		1,600	.02		
ST. PAUL					
German					
Minnehaha, Tues., Fri.		28,448	.07	Volkzeitung P. & P. Co.	
Deutscher Farmer, S/M.		38,689	.15		
Volkszeitung, D/ex. Sun.		20,488	.07	Volkzeitung P. & P. Co.	
Der Wanderer, Thur.		7,500	.072	Wanderer Ptg. Co.	Joseph Matt
Swedish					
Minn. Stats-Tidnung, Wed.		8,173	.10	Minn. State Tidnung, Inc.	
WINONA					
German					
National Farm Weeklies, Group 1		120,000	.75	National Weeklies, Inc.	
National Farm Weeklies, Group 2		120,000	.75	National Weeklies, Inc.	

MISSOURI

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
ST. LOUIS					
Bohemian					
Hlas, Tu., Fri.		18,432	.12	Bohemian Literary Society	Hynek Dostal
Ceska Zena, S/M		19,250	.115	Bohemian Literary Society	
German					
Abendschule, Tr. Sun., M.		31,561	.25	Louis Lange Pub. Co.	
Mississippi Blaetter, Sun		21,111	.20	Westliche Post Pub. Co.	August J. Fertig
Westliche Post, D/S		16,350	.15	Westliche Post Pub. Co.	August J. Fertig
Hungarian					
St. Louis és Vidéke, Fri.		11,000	.07	Hungarian Pub. Co.	C. Kaldor
Italian					
Il Pensiero, Sat.		15,600	.10	Italian Pub. Co.	Cesare Avigni
Jewish					
Jewish Record, Fri.		8,000	.08	Sol Goldman	Sol Goldman
Polish					
Przewodnik Polski, Thurs.		5,700	.036	Polish Pub. Co.	

NEBRASKA

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
BLAIR					
Norwegian-Danish					
Lutherske Ugeblad, Wed.		3,000	.03	Danish Lutheran Pub. House	
CLARKSON					
Bohemian					
Domaci Noviny, Tues.		7,200	.029	Odvarka Bros.	
OMAHA					
Bohemian					
Hospodar, S/M.		29,024	.15	National Ptg. Co.	Jos. Brezacek
Narodni Pokrok, Thurs.		16,450	.04	Riha Ptg. Co.	Frank J. Riha
German					
Freie Press-Tribune, Wed.		11,141	.06	Val. J. Peter	Val. J. Peter
Tribune, D/S.		23,147	.13	Tribune Pub. Co.	Val. J. Peter
Norwegian-Danish					
Den Danske Pioneer, Thurs.		27,828	.08	Sophus F. Noble Pub. Co.	
Polish					
Gwiazda Zachodu, Fri.		16,000	.08	Gwiazda Zachodu Pub. Co.	John Gora
Swedish					
Omaha Posten, Thurs.		14,102	.05	Omaha Posten Pub. Co.	Nelson Thorson

NEW JERSEY

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
BAYONNE					
Polish					
Nowiny, Sat.		9,000	.07	Nowiny Pub. Co., Inc.	
JERSEY CITY					
Polish					
Glos Narodu, Thurs.		14,000	.07	Peter S. Prazmowski	
Ukrainian					
Svoboda, (M.)		15,000	.05	Ukrainian Natl. Assn.	Emil Reviewk
NEWARK					
German					
New Jersey Freie Zeitung, (M.)		7,800	.08	Washington Pub. Co.	Wm. von Kotzler
Polish					
Kronika, Fri.		12,300	.05	Stanilus Pinsk	A. J. Piekutowski
PATERSON					
Holland					
Het Oösten, Wed.		2,000	.025	Lont & Overkamp Pub. Co.	
PASSAIC					
Slovak					
Katolicky Sokol, Thurs.		12,000	.06	Roman & Greek Catholic Slovak Co.	
TRENTON					
Hungarian					
Fuggetlenseg, Thurs.		3,668	.03	Anthony J. Orosz	Anthony J. Orosz
Jersey Hirado, Thurs.		4,900	.036	M. Gerenday	M. Gerenday
Italian					
L'Italo Americano, Sat.		3,200	.04	Italo-Americano Pub. Co.	Attilio Pertilli
Polish					
Nowin Trentonski, Thurs.		6,300	.025	Andrew F. Czopek	Andrew F. Czopek

NEW MEXICO

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
SANTA FE					
Spanish					
Revista Elustrado, 20th		5,000	.035	Camilo Podillo	Camilo Podillo
Nuevo Mexicano, Thurs.		4,500	.032	New Mexican Pub. Corp.	Benigno Muny
SOCORRO					
Spanish					
Defensor del Pueblo, Fri.		3,600	.065	Torres Bros.	A. C. Torres
TAOS					
Spanish					
Revista Popular, Fri.		3,600	.18	Taos P. & P. Co.	J. Montoner
TIERRA AMARILLA					
Spanish					
Nuevo Estado, Mon.		2,135	.03	El Nuevo Estado Ptg. Co.	E. M. Valdez

(Continued on page 250)

Imperial METAL

Old Type Metal In New Shops!

ONE of the interesting things about Imperial Type Metal is, that when an Imperialized newspaper moves into a new or remodeled home equipped with new machines, etc., they always take their old supply of Imperial Metal with them.

That's because Imperial Metal serviced by the Plus Plan is everlastingly new.

You'll find Imperial in the beautiful new homes of the Canton Repository and Akron Beacon Journal. Likewise you will find it in the splendidly remodeled homes of the Springfield Daily Sun and the Stubenville Star Herald.

Longevity is one of the big outstanding characteristics of Imperial Metal. Serviced by the Plus Plan, it postpones the necessity of a new metal supply indefinitely. Coupled with long life it is an economy and a reliability that no publisher can afford to overlook

Let us send you a copy of the famous Plus Plan!

IMPERIAL TYPE METAL COMPANY

Manufacturing the following metals:

LINOTYPE
ELROD
INTERTYPE
LINOGRAPH

MONOTYPE
LUDLOW
STEREOTYPE
THOMPSON

Philadelphia
Cleveland

New York
Chicago

IMPORTANT FOREIGN LANGUAGE PAPERS—U. S.

(Continued from page 249)

NEW YORK

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
ALBANY					
Italian					
Capitale, Sat.		3,000	.035	G. Farinacci	G. Farinacci
Gazetta di Albany, Fri.		2,500	.03	Guido Marsala	Guido Marsala
BROOKLYN					
Finnish					
New York Utiset, Tues., Thurs. and Sat.		9,081	.055	Finnish Newspaper Co.	
Lithuanian					
Garsas, Thurs.		12,000	.055	Lithuanian R. C. Alliance of America	
Vienybe, Tues., Thurs., Sat.		11,000	.045	Vienybe Pub. Co.	
Laisve, (m)		8,500	.05	Lithuanian Co-Op. Pub. Society	William Rhodes
Norwegian					
Nordiske Tidende, Thurs., ABC		10,029	.12	Norwegian News Co.	C. N. Rigg
Polish					
Czas, Fri.		13,000	.035	Czas Pub. Assn.	Czeslaw Kozlowski
Przyjaciel Wychodzcy, Sun.		9,000	.06	Friends Pub. Co.	Otto A. Gullmes
Swedish					
Finska Amerikanaren, Thurs.		5,060	.045	Finnish American	
BUFFALO					
German					
Volksfreund, D. ex. Sun.		8,233	.06	Buffalo Volksfreund Ptg. Co.	
Italian					
Corriere Italiano, Sat.		10,000	.05	Corriere Italiano Pub. Co.	J. J. Lunghino
Polish					
Dziennik dla Wszystkich, eve.		23,979	.15	Everybody's Daily Pub. Co., Inc.	M. Nesterowicz
Telegram, D./S.		18,659	.06	Rosn Pub. Corp.	B. S. Hominski
Unista, Wed.		18,000	.035	Charles J. Urban	Chas. J. Urban
ENDICOTT					
Italian					
Il Nuovo Americano, Thurs.		10,000	.05	Charles L. Carlucci	
JAMESTOWN					
Swedish					
Skandia, Thurs.		5,500	.055	Liberty Ptg. Co.	C. E. Lindstone
LOCKPORT					
German					
Wochenblatt, Thurs.		2,350	.03	Rochester German Pub. Co.	
MT. VERNON					
Italian					
Cronaca Illustrata, Thurs.		4,200	.045	Cronaca Illustrata del Westchester Co., Inc.	
NEW YORK CITY					
Arabic					
Al Hoda, D/S.		5,000	.07	N. A. Mokarzel	N. A. Mokarzel
Ash Shaab, D ex. Sun.		2,500	.036	Joseph M. Khoury	J. M. Khoury
As Sayeh, Mon., Thur.		2,500	.045	A. A. Haddod	A. A. Haddod
Meraat-ul-Gharb, D ex. Sun.		5,000	.05	Najeeb M. Diab	Nejeeb M. Diab
Bohemian					
Nedelni Listy, Sun.		12,560	.06	New Yorske Listy Pub. Co., Inc.	Jos. J. Nony
New Yorke Listy, D ex. Sun.		11,500	.06	New Yorske Listy Pub. Co., Inc.	Jos. J. Nony
Chinese					
Chinese Reform News, Wed.		3,800	.07	Chinese Reform News Pub. Co.	Kung Y. Sang
Chinese Republic News, Sat.		5,000	.09	Chinese Republic News Pub. Co.	Kung Y. Sang
Carpathian-Russian					
Carpatho-Russia, Tues., Fri.		22,262	.07	Carpatho-Russian National Organization in America	S. Y. Bendasiuk
Croatian					
Hrvatski, Tues., Thur., Sat.		18,792	.10	Hrvatski Pub. Co.	Joseph Poduje
Svijet, D/ex. Mon.		12,000	.09	Southern Slav. Pub. Corp.	
French					
Courrier des Etats Unis, (M)		14,556	.085	H. P. Sampers Co.	H. P. Sampers
Courrier des Etats Unis, Sat.		21,575	.087	H. P. Sampers Co.	H. P. Sampers
German					
Staats-Zeitung-Herold, D (ME) ABC		95,511	.30	Staats-Herold Corp.	Jacob Grammer
Staats-Zeitung-Herold, Sun. ABC		107,130	.35	Staats-Herold Corp.	Jacob Grammer
Danish					
Nordlyset, Thurs.		5,600	.07	Emil Opffer	Albert V. Sond
Greek					
Atlantis, D/S.		35,124	.10	Atlantis, Inc.	A. T. Polyzoides
National Herald, D/S.		34,883	.10	Enossis Pub. Co.	Demetrius Collimobd
Hungarian					
Amerikai Magyar Nepszava, (M)		26,505	.12	B. D. G. Co., Inc.	Geza D. Berko
Amerikai Magyar Nepszava, Sun. ABC		8,790	.12		
Amerikai Magyarsag, D ex. Sun.		6,380	.05	Frank Beker	Lorand Simay
Elore, (M)		18,000	.07	American-Hungarian Workmen's Federation	Ladislaus Eber
Italian					
Corriere d'America, D. ex. Sun. ABC		53,401	.25	Tiber Pub. Co.	Luigi Barzini
Corriere d'America, Sun. ABC		75,646	.22		
Corriere della Domenica, Sun.		15,000	.071	Assn. of Italian Clergy of North America, Inc.	
Follia di New York, Sun.		35,500	.11	La Follia di N. Y. Pub. Co.	Marziale Sisco
Giustizia, Sat.		17,700	.08	Intl. Ladies Garment Workers Union	S. Nonfsky
Progresso Italo-Americano D ex. Sun. ABC		81,119	.28	Carlo Barsotti	Carlo Barsotti
Prog. Italo-Americano, Sun. ABC		85,739	.25		
Japanese					
Japanese Times, S/W		4,400	.065	S. Midzutani	S. Midzutani
Jewish					
Amerikaner, Fri.		17,405	.15	Jewish Press Pub. Co.	
Big Stick, Fri.		35,000	.10	Jacob Marinoff	Jacob Marinoff
Day-Warheit, D ex Sun. ABC		65,246	.25	American-Jewish Pub. Co.	
Day-Warheit, Sun. ABC		67,634	.25		
Freie Arbeiter Stimme, Sat.		9,000	.10	Free Voice of Labor Assn.	
Freiheit, Eve.		50,845	.12	Freiheit Pub. Assn., Inc.	
Gerechtigkeit, Fri.		42,050	.12	Intl. Ladies Garment Workers Union	Schochne Eysstein
Jewish Daily Forward, D/E, ABC		156,812	.32	Forward Assn.	Abraham Cahan
Jewish Daily News, D/S.		58,895	.22	Sarasohn & Son	G. Bublik
Jewish Gazette, Fri.		12,000	.07	Sarasohn & Son	G. Bublik
NEW YORK CITY—Continued					
Jewish Morn. Journal, Daily ex. Sun. ABC		78,490	.25	Jewish Press Pub. Co.	Peter Weirnik
Jewish Morn. Journal, Mng. & Sun.		78,178	.25		
Jewish Nation, Fri.		25,000	.10	Jewish Nation, Inc.	
Lithuanian					
Tevyne, Fri.		15,500	.06	Lithuanian Alliance of America	
Polish					
Nowy Swiat-Telegram Codzienny, D ABC		14,135	.10		Chryanowska
Nowy Swiat-Telegram Codzienny, ABC Mng.		18,383	.10		
Kuryer Narodowy, D/S.		11,000	.06	Kuryer Narodowy	St. Landy
Russian					
Novoye Russkoye Slovo, Mng.		9,000	.12	Novoye Russkoye Slovo Pub. Co.	
Nowy Mir, D. ex. Sun.		12,000	.10	Nowy Mir Pub. Co.	
Rassviet, D.		11,000	.05	Russian Trade Unions	
Russky Golos, D ex. Sun, ABC		5,296	.08	Russian Trade Unions	
Russky Golos, Sun. ABC		9,505	.10	Russky Golos Pub. Corp.	
Serbian					
Srpska Straza, Thurs.		11,665	.035	Serbian Sentinel Pub. Co.	
Srpski, Dnevnik, D/.		22,600	.06	B. Ravkorish	B. Ravkorish
Srbadia, Fri.		3,700	.04	Loyal Serb Society Srabadia	J. K. Duletich
Slovak					
Den., S/W		24,679	.08	Oen Pub. Co., Inc.	M. J. Hanchin
New Yorkys Dennik, D.		13,597	.06	Slovak Newspaper & Book Co., Inc.	Michael Kovacik
Slovak V. Amerike, D. ex. Sun.		10,265	.12	Slovak Press, Inc.	J. C. Suranka
Slovenian					
Glas Naroda, D. ex. Sun.		10,000	.10	Slovenic Pub. Co.	Janez Tercek
Spanish					
La Prensa, D. ex. Sun. ABC		14,385	.14	La Prensa Pub. Co., Inc.	
Swedish					
Nordstjernan, Fri.		12,134	.12	Nordstjernan Pub. Co.	
NIAGARA FALLS					
Italian					
Risveglio, Thurs.		5,000	.021	Risveglio Pub. Co.	Ferdinand Magnani
ROCHESTER					
German					
Abendpost, D. ex. Sun.		7,000	.07	Rochester German Pub. Co.	
Italian					
La Stampa Unita, Fri.		3,100	.055	Rochester Alliance Press	C. G. Lanni
Polish					
Rekord, Thurs.		9,000	.06	Rochester Rekord, Inc.	Stanley Skop
SCHENECTADY					
Italian					
Corriere di Schenectady, Fri.		4,000	.036	Corriere di Schenectady, Inc.	
Polish					
Gazeta Tygodniowa, Fri.		6,000	.03	C. S. Ogonowski	
SYRACUSE					
Italian					
Corriere di Syracuse, Fri.		2,000	.06	Giulio Fulco	Giulio Fulco
Gazzeta, Fri.		2,500	.045	Ray Pub. Co.	Joseph Ray
German					
Union, Fri.		1,723	.025	A. E. Oberlander	A. E. Oberlander
Polish					
Polonia, Thur.		4,500	05	Marja H. Gomalska	M. Kochwanski
TROY					
German					
Freie Presse, Fri.		3,000	.04	German P. & P. Corp.	Jacob Birkmayer
UTICA					
German					
Deutsche Zeitung, Fri.		2,500	.03	Utica Deutsche Zeitung Co.	Otto Poepel
Italian					
Pensiero Italiano, Sat.		4,500	.045	A. Capecalatro	A. Capecalatro
Polish					
Record, Fri.		3,500	.03	F. Narkon and M. Murczkiewicz	F. Narkon
Slowo Polskie, Thurs.		5,621	.04	Marja K. Gomolska	John J. Labus
Welsh					
Drych, Thurs.		5,000	.07	Thomas J. Griffiths & Sons	

NORTH DAKOTA

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
BISMARCK					
German					
Staats-Anzeiger, Tues., Fri.		8,100	.07	Bismarck Ptg. Co.	F. L. Brandt
GRAND FORKS					
Norwegian-Danish					
Normanden, Fri.		5,942	.04	Normanden News Co.	J. G. Hollond

OHIO

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
CINCINNATI					
German					
Freie Presse, Eve.		21,387	.10	Freie Presse Co.	F. W. Elven
CLEVELAND					
Bohemian					
American D/S		14,630	.07	Frank Svoboda	Frank Sindelar
Svet, D. ex. Sun.		12,975	.045	Svet Ptg. & Pub. Co.	F. J. Kritak and Vaclav Khop
German					
Waechter und Anzeiger D. ex. Sun. ABC		14,636	.12	Press & Plate Co.	Carl Raid
Hungarian					
As Ujsag, Fri.		5,000	.029	Louis Tarcai	Louis Tarcai
Szabadsag, D. ex. Sun.		42,308	.15	Szabadsag Ptg. Co.	Andrew Cherna
Italian					
La Stampa, Sun.		8,000	.03		
Voce del Popolo, D. ex. Mon.		25,124	.09	Italian Pub. Co.	O. G. Melaragno
Jewish					
Jewish Independent, Fri.		8,500	.10	Jewish Independent Pub. Co.	Leo Wiedenthal
Jewish Guardian, Fri.		9,000	.075	Jewish Guardian Pub. Co.	
Jewish World, D/S ex. Sat.		19,750	.12	Jewish World Pub. Co.	S. Rocker
Lithuanian					
Dirva, Fri.		12,967	.036	Ohio Lithuanian Pub. Co.	K. S. Kazpavicius
Polish					
Kuryer, Thurs.		18,130	.09	Kunfer Pub. Co.	S. A. Nowakowski
Justrzenka, Thurs.		14,050	.07	A. Wielowiejski	A. Wielowiejski
Wiadomosci Codzienne, D/S		19,065	.08	S. A. Dangel & P. Kurdziel	P. Kurdziel and S. A. Dangel
Monitor Clevelandski, D. ex Sun.		12,500	.08	United Pub. Co.	
Roumanian					
American Mon. and Sun.		19,000	.12	United Roumanian Societies Pub. Co., Inc.	S. Stanculescu and J. N. Barbu
Foaia Poporului, Tues., Thurs.		9,000	.05	Geo. M. Ungureanu	G. M. Ungureanu
Slovak					
Hlas, Mon. W.		12,590	.06	John Ponkunk Co.	E. B. Hoserobt and John Ferienck

(Continued on page 252)

Facts Every Advertising Agent Should Know About The New York Market

That New York City has 750,000 German population, or 125,000 German families BUT over 70,000 of these families own their own homes.

This rich field is blanketed by the New-Yorker-Staats-Zeitung and Herold. 100,000 daily at 3c per copy—110,000 Sunday at 10c per copy A. B. C., an increase of about 1500 over last year at this time.

This increase is a normal one due to the new Immigration Law allowing a quota of 58,000 German speaking people to land in this country each year. This is TWICE as much annual immigration as we have had for the 20 years previous to 1914. We have every reason to believe that our circulation should increase year by year with this continued influx of German reading people.

If you have a food account?—We have under pledge 1450 Grade A Grocery and Delicatessen stores owned by Germans. These stores have been carefully selected and are doing the large volume of business in the neighborhood in which they are located.

We have advertised these stores gratuitously through the columns of this newspaper for more than five years, causing our readers to patronize these German stores.

For this advertising service these dealers are behind this paper 100% and will stock and conspicuously display in their windows and on their counters and shelves such products as we suggest to them, advertised in the Staats Zeitung and Herold.

As an advertising agent you must admit that this sort of cooperation is at least different —1450 Grade A stores anxious to cooperate 100% with a newspaper.

There is a lot of difference between distribution and cooperation and although your client's merchandise might now be in stock in each and every one of these pledged stores, through the cooperation that we can offer you your client's present volume can be materially increased, because these pledged dealers will get behind the product and PUSH it.

We merchandise but one product of a kind amongst these pledged dealers.

We have men in our Merchandising Department who will work under the jurisdiction of your client's New York Sales Manager the same as their own salesmen. They will take orders for your client's merchandise—put up window displays—counter displays and other advertising features—furnishing a daily report and a recapitulation, at the end of the week, of the work accomplished.

This sales and merchandising work continues throughout the life of the advertising contract.

If you have a drug account?—The above work is done in 300 pledged Grade A German Drug stores in the New York Market, and the German Drug store is recognized today as the best independent type of Drug store in New York.

You probably are not familiar with the fact that the Staats Zeitung and Herold is the second oldest newspaper in New York having been established over 93 years.

Such Local Merchants as Altman, Saks, Gimbel, Hearn and others are constant users of this newspaper, showing its LOCAL influence.

IMPORTANT FOREIGN LANGUAGE PAPERS—U. S.

(Continued from page 250)

OHIO—Continued

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
Slovenian					
Amerika Domnovina, M.W.F.		9,600	.035	James Debevec	Louis J. Pire
Enakopravnost, D./S.		7,325	.11	American-Jugoslav Ptg. & Pub. Co., Inc.	Vtaro Grill
Glasilo K. S. K., Jendote, Wed.		14,000	.054	Grand Camrolian Slovenian Cath. Union	Ivan Zupar
COLUMBUS					
German					
Ohio Waisenfreund, Wed.		28,100	.22	Pontifical College Josephinum, Inc.	
Columbus Herold, M.W.F.		5,500	.05	Columbus Herold Ptg. Co.	
DAYTON					
German					
Gross-Daytoner Zeitung D. ex. Sun.		2,750	.05	Paul R. Gruner	Paul R. Gruner
TOLEDO					
German					
Express, Thurs.		14,892	.10	Express Pub. Co.	Henry Vortriede
Polish					
Ameryka Echo Mng.		43,700	.07	A. A. Paryski	M. S. Dunn
Ameryka Echo, Sun.		123,210	.21	A. A. Paryski	M. S. Dunn
YOUNGSTOWN					
Roumanian					
Romanul, Sun.		17,500	.055	Romanul Co., Inc.	J. N. Barbu
Hungarian					
Amerikai Magyar Hirlap, Thurs.		3,753	.045	United Ptg. Co.	E. Nemenrji
Slovak					
Slovensky Noviny, Fri.		4,258	.045	United Ptg. Co.	M. Mras

OREGON

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
ASTORIA					
Finnish					
Toveri, D. ex. Sun.		3,896	.05	Western Workmen's Pub. Society	E. Parras
Toveritar, Tues.		15,055	.072	Western Workmen's Pub. Society	Kelmi Mattson
PORTLAND					
Italian					
Tribuna Italiana, Fri.		5,800	.04	Italian Pub. Co.	A. B. Ferrera
Giornale Italiana, Fri.		1,200	.025	Carlo Visetti	
German					
Nachrichten, Thurs.		12,500	.06	A. E. Kern & Co.	A. E. Kern
Japanese					
Oregon News, D. ex. Sun.		5,000	.06	Toyoji S. Abe	Toyoji S. Abe

PENNSYLVANIA

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
ALLENTOWN					
German					
Friedensbote, Wed.		9,746	.04	F. J. Lamm & Golatz	Julius Badisch
ERIE					
German					
Erie Tageblatt, Eve. ex. Sun.		1,542	.05	Erie Times Pub. Co.	Frank E Crayne
Italian					
Gazetta, Sat.		2,500	.025	Gazetta Pub. Co.	Egidio Agresti
Polish					
Trybuna Polska, Fri.		4,781	.04	Bernard Weiner	Eugene Bolrowski
GREENSBURG					
Italian					
Stella D'Italia		10,063	.03	Italian Star Pub. Co., Inc.	
HAZLETON					
Italian					
Il Trentino, Fri.		11,000	.07	Inter Ptg. Co.	P. C. Flami and M. Mesriello
L'Unione Italiana, Fri.		4,542	.07	Union Ptg. Co., Inc.	
HOMESTEAD					
Russian					
Amerikansky Russky Viestnik (Russian), Thurs.		7,500	.07	Greek Catholic Union of U. S. A.	
Amerikansky Russky Viestnik (Slovak), Thurs.		42,000	.12	Greek Catholic Union of U. S. A.	
Sokol Sojedinenija, Tues.		12,073	.07	Greek Catholic Union of U. S. A.	Peter S. Mocylerer
McKEESPORT					
Carpatho-Russian					
Prosirta, Thurs.		9,270	.036	United Societies of Greek Catholic Religion	
MAHANOY CITY					
Lithuanian					
Saule, Tues., Fri.		10,000	.04	W. D. Boczkowski	
MIDDLETOWN					
Slovak					
Jednota, Wed.		44,500	.061	First Catholic Union of America	Jos. Hucek
PHILADELPHIA					
German					
Gazette-Democrat, (M)		44,216	.18	Gazette Pub. Co.	
Tageblatt, (M. & Sun.)		26,000	.15	Tageblatt Pub. Assn.	
Italian					
La Forbice, Sat.		10,650	.05	Forbice Ptg. Co.	V. Terraciano
Libera Parola, Sun.		20,000	.07	A. G. di Silvestro	A. G. di Silvestro
L'Opinione D/S		29,522	.15	L'Opinione Italian Pub. Co.	
Voce della Colonia, Sat.		6,000	.054		
Jewish					
Day-Warheit, D/S ABC		7,680	.061	See New York Listing	A. S. Cohan
Jewish Daily Forward, D/S ABC		16,543	.10	See New York Listing	A. S. Cohan
Jewish Morning Journal, D/S ABC		9,384	.10	Jewish Press Pub. Co.	P. Wiernik
Jewish World, D Sun		24,873	.15	Jewish World Pub. Co.	Jacob Ginsburg
Polish					
Gazeta Narodowa, Sun.		4,000	.03	A. Lewandowski & Bro.	
Gwiazda, Thurs.		5,200	.07		Stephen M. Nowaczyl
Patryota, Fri.		8,000	.05	T. Wasowicz	
Przyjaciel Ludu, Sat.		8,000	.05	J. Lastowski	J. Lastowski
Russian					
Pravda, Tues., Fri.		10,500	.061	Russian Bros. Org.	S. S. Pysh
Ukrainian					
America, Mon., Wed., Fri.		8,050	.03	Providence Beneficial Assn.	J. Noyaruk
PITTSBURGH					
German					
Volksblatt & Freiheit-Freund, Mng.		11,848	.12	Neeb-Hirsch Pub. Co.	F. Sommer
Italian					
La Trinacria, Fri.		15,000	.065	Trinacria Ptg. & Pub. Co., Inc.	
Jewish					
Indicator, Fri.		14,200	.10	Jewish Indicator Pub. Co.	L. Borkon
Polish					
Pittsburgezanin, D. ex. Sun.		12,000	.07	Pittsburgher Polish Daily Pub. Co.	V. L. Alski
Sokol Polski, Thurs.		27,860	.09	Polish Falcons' Alliance of America	
Wielkopolanin, Thurs.		10,100	.05	Polish Ptg. & Pub. Co.	
Slovak					
Narodny Nowiny, Thur.		43,000	.07	Nat'l Slovak Society of U. S.	J. Zanj
Narodny, Dennik, Tu., Th., Fri.		12,500	.09	American Slovak Pub. Co.	L. Piech
Slovensky Hlasnik, Thurs.		12,310	.055	Slavonic Evangelical Union of U. S.	
Serbian					
Amerikansky Svboban, Mng.		12,175	.06	United Society of Sbobram-Sloga	
READING					
Italian					
Popolo, Sat.		2,200	.025	Frank P. Mozzo	Frank P. Mozzo
Polish					
Gazetta Readingska, Fri.		1,800	.02	T. Wasowicz	T. Wasowicz
Polsk-Amerykanin, Sat.		4,195	.05	F. Lewondoski	F. Lewondoski
SCRANTON					
Polish					
Republika-Gornik, Sun.		11,408	.046	John Dende	
Italian					
Il Minatore, Fri.		20,000	.11	Il Minatore Pub. Co.	Umberta Molinari
Slovak					
Obrana, Tu., Fri.		15,000	.08	Obrana Pub. Co.	Karol Stiasny
Ukrainian					
Narodna Wola., Tu., Th., Sat.		8,000	.036	Ukrainian Workingmen's Ass'n	
WILKES-BARRE					
German					
Wächter, Thurs.		3,800	.055	Wächter P. & P Co.	
Polish					
Gornik, Wed.		16,500	.10	Gornik Pub. Co.	St. Popiel
Ukrainian					
Svit, Thurs.		7,500	.035	Russ. Orthodox Catholic Mutual Aid Society	E. K. Horjnirib
Slovak					
Bratstvo, Thur.		16,000	.10	I. V. Fatolo	I. V. Fatolo
Polish					
Praca, Thurs.		7,500	.05	S. J. Tyburski	S. J. Tyburski

RHODE ISLAND

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
NEWPORT					
Italian					
L'Alba, Sat.		2,200	.025	Russo Pub. Co.	Marco A. Russo
PAWTUCKET					
French					
Le Jean Baptiste, Fri.		5,800	.035	J. B. S. Brazeau	J. B. S. Brazeau
PROVIDENCE					
Italian					
Corriere del Rhode Island, Fri.		5,000	.05	La Liberta	Frank E. De Siste
WOONSOCKET					
French					
La Tribune, D. ex. Sun. ABC		4,148	.035	La Tribune Pub. Co., Inc.	J. B. A. Lavard

In Topeka

—state capital, home of the great Santa Fe railroad system with its general offices and largest shops, trading center of the rich Kaw Valley, and state distributing center, it's the

Topeka Daily Capital

Morning and Sunday

Topeka is a morning paper town. The Capital by sheer merit over many years has made it so. Full Associated Press and also special services, plus dominance in home news and state news have made it not only the leader in Topeka trade territory, but the only Kansas paper read thruout the state.

Dominant in All Classes of Advertising

In all classes of advertising—local, foreign and classified—The Capital leads by a wide margin.

Covers All the Market—40,000 Subscribers

Topeka merchants realize that a large percent of their trade comes from without the city. The Capital covers thoroly not only Topeka, but its trade territory.

ARTHUR CAPPER, Publisher
Topeka, Kansas

Represented by The Capper Publications at

New York Chicago Cleveland Detroit Omaha
Kansas City St. Louis San Francisco

IMPORTANT FOREIGN LANGUAGE PAPERS—U. S.

(Continued from page 252)

SOUTH DAKOTA

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
CANTON					
	Norwegian-Danish				
Visergutten, Thurs.		15,000	.043	Visergutten Pub. Co.	Gustav Amlund
EUREKA					
	German				
Rundschau, Wed.		3,055	.025	G. Mauser and Otto Froh	G. Mauser and Otto Froh
SIOUX FALLS					
	Norwegian-Danish				
Fremad, Thurs.		9,333	.036	Strass Pub. Co.	M. G. Osphal

TENNESSEE

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
MEMPHIS					
	Italian				
Corriere Italiano, Thurs.		700	.02	Corriere Pub. Co.	Mario Chiozza

TEXAS

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
AUSTIN					
	German				
Wochenblatt, Thurs.		2,100	.03	W. A. Trenckmann	W. A. Trenckmann
	Swedish				
Texas Posten, Thurs.		4,578	.04	Texas Posten Pub. Co.	J. M. Ojerholm
DALLAS					
	Italian				
Tribuna Italiana, Sat.		6,072	.10	Pappa & Adin	L. E. Adin
EL PASO					
	Spanish				
El Continental, Fri.		6,347	.055	Morris S. Boretz	
Revista Catolica, Sun.		28,858	.105	Jesuit Fathers	Jesuit Fathers
FAYETTEVILLE					
	Bohemian				
Vestnik, Wed.		6,400	.035	Vestnik Pub. Co.	Joseph Tapal
FORT WORTH					
	Jewish				
Jewish Monitor, Fri.		5,200	.07	Monitor Pub. Co.	Dr. George Fox
FREDERICKSBURG					
	German				
Wochenblatt, Thurs.		2,500	.03	Fredericksburg Pub. Co.	R. S. Klett
HALLETTSVILLE					
	Bohemian				
Novy Domov, Mon., Thur.		4,165	.05	Jos. Kopecky	
HOUSTON					
	Bohemian				
Texan, Fri.		3,861	.035	J. Drozda	J. Drozda
	Spanish				
El Tecolete, Fri.		3,000	.036	Avilocer La Vega	R. Avilocer La Vega
LA GRANGE					
	Bohemian				
Svoboda, Wed.		1,800	.045	A. & G. L. Haldusek & Jos. Koss	A. & G. L. Haldusek & Jos. Koss
	German				
Deutsche Zeitung, Thurs.		1,200	.025	George Hausler	George Hausler
SAN ANTONIO					
	Spanish				
La Epoca, Sun.		7,000	.04	Epoca Pub. Co.	
La Prensa, Mng.		19,330	.08	I. E. Lorzano	
La Prensa, Wed.		21,000	.10	I. E. Lorzano	
TAYLOR					
	Bohemian				
Nasinec, Fri.		2,475	.025	Nasinec Pub. C.	
Texasny Rolnik, Mnthly		6,500	.036	Bohemian Farmers' Assn.	L. W. Dongres
WACO					
	German				
Post, Thurs.		5,627	.036	Lionel L. Watson	Ed Hering
West					
	Bohemian				
Czecho-Slovak, Thurs.		5,400	.035	Andrew Gakerayd	Andrew Gakerayd

UTAH

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
SALT LAKE CITY					
	Dutch				
Utah Nederlander, Thurs.		1,500	.025	Church of Jesus Christ of Latter Day Saints	
	Italian				
Independente, Sat.		3,000	.035	Italian Pub. Co.	Henry Mariani
Liberta, Tu.		1,800	.02	Liberty Pub. Co.	M. P. Notti
	German				
Beobachter, Wed.		2,000	.05	Church of Jesus Christ of Latter Day Saints	Adam L. Petersen
	Norwegian-Danish				
Bikuben, Thur.		2,500	.05	Church of Jesus Christ of Latter Day Saints	Adam L. Petersen
	Swedish				
Utah Posten, Tu.		2,600	.05	Church of Jesus Christ of Latter Day Saints	

VIRGINIA

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
RICHMOND					
	German				
Anzeiger Mng. & Sun.		3,000	.03	C. Hassell	

WASHINGTON

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
SEATTLE					
	Italian				
Gazetta Italiana, Fri.		4,000	.055	Federico Bussetti	Federico Bussetti
	Japanese				
Great Northern News, D. ex. Sun.		6,355	.07	K. Takeuchi	K. Takeuchi
North American Times, D. ex. Sun.		9,314	.07	K. Arima	T. Takakatahe
	Norwegian-Danish				
Washington Posten, Fri.		15,000	.06	Gunnar Lund	Gunnar Lund
	Swedish				
Svenska Pacific Tribunen, Thurs.		9,600	.055	Pacific Tribune Pub. Co.	Axel Hedberg
SPOKANE					
	German				
Washington Post, Thurs.		3,050	.04	A. E. Kern	A. E. Kern
TACOMA					
	German				
Wacht am Sunde, Thurs.		1,100	.02	Arthur Weichbrod	Arthur Weichbrod
	Norwegian-Danish				
Budbareren, S/M		5,700	.05	Rev. A. Y. Ramstad	O. Heimdahl
Tacoma Tidende, Fri.		6,385	.035	John Soley	
	Swedish				
Puget Sound Posten, Thurs.		2,620	.025	T. Sandegren	T. Sandegren

WEST VIRGINIA

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
WHEELING					
	Polish				
Polak, W. Va., Thurs.		3,000	.05	West Va., Pole Pub. Co.	

WISCONSIN

Name	When Published	Circulation	Advertising Rate	Publisher	Editor
ANTIGO					
	German				
Banner, Fri.		1,200	.02	Ed. Goebel	Ed. Goebel
APPLETON					
	German				
Volksfreund, Thurs.		4,200	.03	Meyer Press, Inc.	Otto W. Schaefer
EAU CLAIRE					
	Norwegian				
Reform, Thurs.		5,000	.03	Freeman Pub. Co.	Waldemar Ager
LA CROSSE					
	Bohemian				
Vlastenec, Thurs.		3,400	.025	John Soukup	John Soukup
MADISON					
	Norwegian-Danish				
America, Thurs.		9,313	.035		
MARSHFIELD					
	German				
Wochenblatt, Thurs.		2,000	.02	Jacob Rebsteck	Jacob Rebsteck
MILWAUKEE					
	Bohemian				
Czechoslovak, Sat.		22,000	.08	J. V. Klabouch	J. V. Klabouch
Domacnost, Wed.		8,500	.036	Domacnost Pub. Co.	J. V. Kubis
	German				
Excelsior, Thurs.		5,831	.045	Excelsior Pub. Co.	Henry Hermann
Columbia, Wed.		7,556	.09	Columbia Pub. Co.	
Herold, D. ex. Sun.		27,202	.10	Union Press Co.	Gustav Haas
Der Landmann, Sat.		10,400	.08	Excelsior Pub. Co.	
	Jewish				
Press, Wed.		5,000	.06	Isador Horwitz	Isador S. Horwitz
Wochenblatt, Fri.		5,000	.05	Isador S. Horwitz	Isador Horwitz
Jewish Chronicle, Fri.		28,000	.18		
	Polish				
Kuryer Polski, Eve.		35,000	.10	Kuryer Pub. Co.	
Nowiny Polski, D. ex. Sun.		18,000	.08	Nowiny Pub. Co.	T. A. Jaziorkowski
STEVENS POINT					
	Polish				
Gwiazda Polarna, Sat.		100,000	.18	Worzalla Pub. Co.	
Rolnik, Fri.		23,566	.06	Worzalla Pub. Co.	
SUPERIOR					
	Finnish				
Punikki, D. ex. Mon.		11,000	.05	Tyomies Society, Inc.	
Tyomies, D.		13,912	.08	Tyomies Society, Inc.	K. E. Hukkinen
	Norwegian-Danish				
Tidende, Fri.		4,700	.035	Fuhr P. & P. Co.	J. J. Fuhr
WATERTOWN					
	German				
Weltburger, Sat.		2,700	.021	Krueger & Schwundke	Otto R. Krueger

DRY MAT SHRINKAGE

Whatever methods used to condition dry mats for molding these will be inefficient unless UNIFORM SHRINKAGE is obtained. This can be determined by measuring the width of type forms and printed pages. If white margins are uneven in width and pages fail to register back to back, it is an indication that the method employed in conditioning dry mats is at fault.

Saturated air humidification offers the *only* solution to this problem.

Applying water or steam directly to the dry mat and waiting days for capillary distribution of moisture does not constitute true humidification.

The FREY patented DRY MAT HUMIDOR is the original and only apparatus for securing real saturated air humidification with the nearest approach to UNIFORM SHRINKAGE yet obtained.

Where 80 to 100 dry mats are used daily place 160 or 200 dry mats in a large size FREY HUMIDOR—keep closed for two days—mold these mats on third and fourth days—with a new two days' batch humidifying in the meantime. RESULT—UNIFORM SHRINKAGE of 3/8 inches.

The FREY DRY MAT HUMIDORS are HEATLESS and SELF CONTAINED

PRICES:

STANDARD size, holding 55 dry mats, $100.00
LARGE-JUMBO size, holding 250 dry mats, 300.00

J. FREMONT FREY

c/o "THE NEWS" INDIANAPOLIS, IND.

BRITISH SECTION

Compiled Especially for EDITOR & PUBLISHER By Allan Delafons, London Correspondent

NORMAL BRITISH-AMERICAN EXCHANGE

[British]	[American]	[British]	[American]
One Guinea equals	$5.04	One Shilling (/) equals	.24
One Pound (£) equals	4.886	One Penny (d) equals	.02

ENGLAND

CITY, POPULATION, NEWSPAPERS,	Circulation	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertisement Manager
LONDON, 7,476,168							
Daily Chronicle (m)	986,540	£4 (rop.) £4-10 (posit'n)	£600	Ernest A. Perris	United Newspapers (1918) Ltd.	Marquis of Reading	Andrew Milne.
Daily Express (m)	1,140,865	£4-10/	£675	R. D. Blumenfeld	London Express Newspapers, Ltd.	Director & Gen. Manager, E. J. Robertson.	W. E. Tomlin.
Daily Herald (m)	362,701	30/-s.c.	£162	W. Mellor	Victoria House Printing Co., Ltd.	Chairman of Directors, Ben Turner; Gen. Mgr., Robert Williams	Maurice Poyser.
Daily Mail (m)	1,851,841	£6 ordy. pos'n £7 next matter	Trade (front) £1,400 trade (inside) £900. Financial (front) £1,750, financial (inside) £1,400		Associated Newspapers, Ltd.		
Daily Mirror (m)	900,000	£5.3.9d.	£280		Daily Mirror Newspapers, Ltd.		S. A. Wilmott.
Daily News (m)	663,014	50/	Front £400 Inside £350		The Daily News, Ltd.		L. Haigh Hellyer.
Daily Sketch & Graphic (m)	850,000	45/	£250	H. G. Lane	Daily Sketch & Sunday Herald, Ltd.	James Heddle	Ulric B. Walmsley.
Daily Telegraph (m.)	.....	£2	£350	A. E. Watson	Berry Bros., Ltd.		H. G. Reeves.
Evening News	838,088	£4 ordy. pos'n £4.10 next matter	£600		Associated Newspapers, Ltd.		
Sunday Graphic	1,000,000	17/6	£600	H. Williams	Daily Sketch & Sunday Herald, Ltd.	James Heddle	Ulric B. Walmsley.
Morning Advertiser	.....	£1.s.c.	£50	Albert E. Jackson	Incorp. Society of Licensed Victuallers	H. R. Bennett	
Morning Post	104,513	£2	£250	H. A. Gwynne	The Morning Post, Ltd.	Ivor Fraser	Percy Watson.
News of the World (S)	3,000,000	£11.10.0	£2,200	Sir Emsley Carr	News of the World, Ltd.	Chairman of Directors, Lord Riddell	Herbert M. Bussy.
Observer (S)	185,000	£3 trade	£462 (trade)	J. L. Garvin	The Observer, Ltd.	Viscount Astor	J. M. Blanch.
The People (S)	1,500,000	£6.10.0	£731	H. Ainsworth	Long Acre Press, Ltd.	J. S. Elias	A. G. Phillips.
The Referee (S)	.....	21/ (ord.) 25/ (N.M.)	£160	A. Laker	Referee, Ltd.	Sir Oswald Stoll, Ch'm'n	C. P. Anderson.
Reynolds's Illustrated News (S)	380,000	£2.5.0	£200	W. S. Robinson	John Licks Press, Ltd.		T. E. Kirby.
Star (e)	765,912	55/	£170		The Daily News, Ltd.		F. Simonis.
Sunday Pictorial (S)	2,300,000	£31.5 (1-8 col.)	£1,000				T. D. Nicholls.
Sunday Express (S)	566,000	£3	£462	James Douglas	Sunday Express, Ltd.	Mgr., A. J. Russell; Mng. Ed'r, T. A. Innes	L. W. Needham.
Sunday Times	.....	....					
The Times	184,283	£3 (rop.) £3.10/ (pos'n)	£470		Times Publishing Co., Ltd.		
Weekly Dispatch (S)	748,500	£3.10/ (ordy. pos'n) £4.5/ (next or under matter)	£500		Associated Newspapers, Ltd.		
Westminster Gazette (m)	300,000	30/	£250	J. B. Hobman	Westminster Gazette, Ltd.	Sir Chas. Starmer	George White.
Sunday News (S)	.....	£4.10	£500	F. E. Williams	United Newspapers (1918) Ltd.	Marquis of Reading	Andrew Milne.
Evening Standard	.....	£6.5.0	£300	E. R. Thompson	Evening Standard Co., Ltd.	A. Wilson	F. W. Doidge.
BARROW-IN-FURNESS, 74,254							
Northwestern Daily Mail	.....	6/	£20	W. A. Parker	Barrow News & Mail, Ltd.	Ed. Foster	J. H. Smith.
BATH, 68,648							
Bath & Wilts Chronicle and Herald	22,000	10/	£90	F. C. Barber	Wessex Associated News, Ltd.	F. C. Barber	P. Soman.
BIRMINGHAM, 919,438							
Evening Dispatch	160,000	25/ s.c.	£180	N. J. Bland	Birmingham Gazette, Ltd.	Sir Charles Starmer	L. Thorneloe.
Birmingham Gazette	100,000	25/ s.c.	£180	E. A. Constable	Birmingham Gazette, Ltd.	Sir Charles Starmer	L. Thorneloe.
Birmingham Mail	.....	20/ s.c.	£200		Sir Chas. Hyde, Bt.		
Birmingham Post	.....	12/6.s.c. 37/6.d.c.	£200		Sir Chas. Hyde, Bt.		
Sunday Mercury & Sunday News	.....	30/ s.c.	.....	J. Fearon	Birmingham Gazette, Ltd.	Sir Charles Starmer	L. Thorneloe.
BLACKBURN, 129,000							
Northern Daily Telegraph	76,000	15/	£120	D. Wildridge	North Western Newspaper Co., Ltd.	T. P. Ritzema	A. H. Walsh.
BOLTON, 182,000							
Bolton Evening News	54,631	6/	£70	Isaac Edwards	Tillotsons Newspapers, Ltd.	F. L. Tillotson	Robert Sheppard.
BOURNEMOUTH, 100,000							
Bournemouth Daily Echo	.....	8/	£80		Hampshire Advertiser & Echos, Ltd.		H. J. Cheverton.
BRADFORD, 285,979							
Bradford Telegraph & Argus	100,000	20/	£125	W. Fleming	Bradford & District Newspaper Co., Ltd.	Sir Charles Starmer	J. W. Teale.
Yorkshire Observer	40,000	13/ s.c.	£100	W. S. Robinson	Bradford & District Newspaper Co., Ltd.	Sir Charles Starmer	J. W. Teale.
BRIGHTON, 200,000							
Evening Argus	.....	9/8	£43.6.3d		Southern Publishing Co., Ltd.		
Sussex Daily News	.....	9/8	£88.10.0	J. Henson Infield	Southern Publishing Co., Ltd.	J. Henson Infield	
BRISTOL, 381,700							
Evening Times & Echo	.....	10/	£100	A. J. Spurll	Bristol Times & Mirror, Ltd.	Herbert W. Hawkins	E. H. Luton.
Bristol Times & Mirror	.....	8/	£100	Sir L. Goodenough Taylor, Charles Wells	Bristol Times & Mirror, Ltd.	Herbert W. Hawkins	E. H. Luton.
Bristol Evening News	.....	10/	£100	T. Watkins	Walter Reid & Son, Ltd.	A. A. Allen	W. J. Sheppard.
Western Daily Press	.....	10/	£100	G. F. Stone	Walter Reid & Son, Ltd.	A. A. Allen	W. J. Sheppard.
BURTON-ON-TRENT, 50,000							
Burton Daily Mail	24,402	7/6	£90	A. Chapman	Burton Daily Mail, Ltd.	D. Burrell	G. C. Sargeant.
Burton Evening Gazette	.....	3/	£15	W. G. Stiles	Tresises (Chas. A. Tresise)	W. G. Stiles	W. J. Mould.
CAMBRIDGE, 59,000							
Cambridge Daily News	.....	4/	£30	Morley Stuart	The Cambridge Daily News, Ltd.	A. C. Taylor	W. L. Reynolds.
CARLISLE, 53,000							
Cumberland Evening News	.....	4/	£30	Robt. N. Burgess	Carlisle Conservative Newspaper Co., Ltd.	Robt. N. Burgess	D. L. Ness.
CHELTENHAM, 50,000							
Gloucestershire Echo	18,000	5/	£46	H. W. Bennett	Cheltenham Newspaper Co., Ltd.	H. W. Bennett	C. H. Taylor.
COVENTRY, 130,000							
Midland Daily Telegraph	30,000	5/	£80	W. Reynolds	Midland Daily Telegraph, Ltd.		Richard Simmons.
DARLINGTON, 65,866							
Northern Echo	90,159	25/	£185	Albert Clayton	North of England Newspaper Co., Ltd.	Sir Charles W. Starmer	J. B. Smith.
North Eastern Daily Dispatch	.....	10/6	£120	W. H. Hopper	North of England Newspaper Co., Ltd.	Sir Charles W. Starmer	J. B. Smith.
DERBY, 131,800							
Derby Daily Telegraph	.....	6/	£40	W. S. Gilman	Derby Daily Telegraph, Ltd.	Manager, W. J. Piper.	
Derby Daily Express	.....	7/6	£35	W. P. Edwards	Derby Mercury & Express, Ltd.	Herbert Archer	J. W. Fitch.
EXETER, 60,000							
Devon & Exeter Daily Gazette	.....	6/	£50	F. St. G. Gratwicke	Devon & Exeter Constitutional Newspaper Co., Ltd.	W. G. Willis Watson.	M. S. Adams.
Exeter Express & Echo	33,000	7/	£75	Sir James Owen	Western Times Co.	Sir James Owen	Chas. Splatt.
GLOUCESTER, 51,330							
Gloucester Citizen	.....	5/ s.c.	.....	H. Godwin Chance	Chance & Bland, Ltd.		George H. Bland.
GRIMSBY, 85,000							
Grimsby Daily Telegraph	25,000	7/6	£100	T. W. Symonds	Grimsby Times & Telegraph Co., Ltd.		G. Ludham.
HALIFAX, 99,129							
Halifax Courier & Guardian	25,500	10/	.....		Halifax Courier, Ltd.		

(*Continued on page 256*)

1,851,841

REMARKABLE

Daily Mail

(LONDON, ENGLAND)

NET SALE

Largest in the World

The most significant fact in journalism to-day is the continued steady growth of *The Daily Mail* (London) as revealed by the Net Sale figures, printed below.

These show that since January *the daily net sale* of *The Daily Mail* (London)—already the largest in the world—has increased by no fewer than 126,747 copies.

The average *daily net sale* during October was 1,851,841. All these copies *were bought and paid for by the public.*

The Auditors' certificate for the past ten months is as follows:—

London, England
November 23, 1927

WE CERTIFY that the average Net Daily Sale of "The Daily Mail," after deducting all unsold and free copies whatsoever for each of the ten months ended 31st October, 1927, was as follows:—

January	1,725,094	May	1,784,419
February	1,747,379	June	1,823,292
March	1,750,280	July	1,836,380
April	1,776,621	August	1,797,946
		September	1,815,325

October - - - **1,851,841**

(Signed) LEVER, HONEYMAN & CO., *Chartered Accountants*
(Signed) LAYTON-BENNETT, CHIENE & TAIT, *Chartered Accountants.*

NEW YORK OFFICE:
Graybar Building, 420 Lexington Avenue
New York City, U. S. A.

LONDON **MANCHESTER** **PARIS**

DAILY NEWSPAPERS OF GREAT BRITAIN—Circulations, Advertising Rates and Personnel

(Continued from page 254)

ENGLAND—(Cont'd)

CITY, POPULATION, NEWSPAPERS,	Circulation	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertisement Manager
HANLEY, STOKE-ON-TRENT, 300,000							
Staffordshire Sentinel	65,886	7/6	£120	E. N. Scott	Staffs Sentinel, Ltd	H. Eaton	
WEST HARTLEPOOL, 66,000							
Northern Daily Mail	17,694	2/6 (trade)	£36 (8 col.) £30 (7 col.)	J. E. Boyd	Northern Daily Mail Co., Ltd.	Samuel Storey	Arthur F. Scott.
HUDDERSFIELD, 110,120							
Huddersfield Examiner	19,000	5/	£45	G. Elliott Dodds	Jos. Woodhead & Sons, Ltd.	Arthur L. Woodhead	C. W. Parkin.
HULL, 300,000							
Daily Mail	65,241	12/	.....	E. Wills Lewis	Daily Mail & Hull Times Co., Ltd.	Edgar Grotrian	Thos. Chipchase.
Hull Evening News	40,000	12/	£80	Mark Goulden	Eastern Morning & Hull News Co., Ltd.	Mark Goulden	P. N. Norton.
Eastern Morning News	.....	12/	£80	Mark Goulden	The Eastern Morning & Hull News Co., Ltd	Mark Goulden	P. N. Norton.
IPSWICH, 80,000							
East Anglian Daily Times	.....	14/	£125	B. W. Elkington	East Anglian Daily Times Co., Ltd.	B. W. Elkington	
Evening Star	.....	12/	£80	B. W. Elkington	East Anglian Daily Times Co., Ltd.	B. W. Elkington	
KETTERING, 30,000							
Northamptonshire Evening Telegraph	.....	3/6	£30	Frank Hutchen	Northamptonshire Printing & Publishing Co., Ltd	Sir Richard Winfrey	J. Wharmby.
LEAMINGTON SPA, 29,000							
Leamington Morning News	12,500	2/ (trade)	£10	S. H. Churches	S. H. Churches & Geo. H. Budd.		
LEEDS, 490,000							
Yorkshire Post	50,000	30/	£250	Arthur H. Mann	Yorkshire Conservative Newspaper Co.	Arthur Grime	E. Metcalfe.
Leeds Mercury	100,000	15/	£100	W. L. Andrews	Yorkshire Conservative Newspaper Co.	Arthur Grime	C. W. Booth.
Yorkshire Evening News	.....	....	.....				
Yorkshire Evening Post	200,000	27/	£250	R. R. Whittaker	Yorkshire Conservative Newspaper Co.	Arthur Grime	J. Ibbetson.
LEICESTER, 250,000							
Leicester Mail	27,000	9/	£56/5/	J. H. Walker	Leicestershire Constitutional Co., Ltd.	Sir Samuel Faire	W. Kitchen.
Leicester Daily Mercury	.....	10/	£60	H. W. Bourne	F. Hewitt & Son, Ltd	F. V. Hewitt	G. W. Smith.
LINCOLN, 67,000							
Lincolnshire Echo	14,000	5/	.....	William Cottam	Lincolnshire Publishing Co., Ltd.	William Cottam	
LIVERPOOL, 803,118							
Daily Courier	32,609	12/6 s.c. 15/ (front p. solus.)	£50	A. Burchill	C. Tinling & Co., Ltd	A. Burchill	J. L. Verrinder.
Liverpool Post & Mercury	50,106	20/	£168	John Macleay	Liverpool Daily Post & Echo, Ltd.	Allan Jeans	W. J. Booth.
Evening Express	134,000	20/ s.c. 25/ (front p. solus.)	£200	A. Burchill	C. Tinling & Co., Ltd	A. Burchill	J. L. Verrinder.
Liverpool Echo	213,686	30/	£300	E. Hope Prince	Liverpool Daily Post & Echo, Ltd.	Allan Jeans	W. J. Booth.
MANCHESTER, 964,701							
Daily Dispatch	423,000	£3	£450		Allied Newspapers, Ltd	J. D. Jeremiah	J. Murray Allison.
Evening Chronicle	320,000	£2	£320		Allied Newspapers, Ltd	J. D. Jeremiah	J. Murray Allison.
Empire News	1,450,000	£5	£800		Allied Newspapers, Ltd	J. D. Jeremiah	J. Murray Allison.
Manchester Guardian	.....	25/	£200	C. P. Scott	Manchester Guardian & Evening News, Ltd	J. R. Scott	C. W. Tonge.
Manchester Evening News	.....	25/	Pro rata	H. W. Archer	Manchester Guardian & Evening News, Ltd	T. W. Evans	W. Kellam.
Sunday Chronicle	920,000	£5	£800		Allied Newspapers, Ltd	J. D. Jeremiah	J. Murray Allison.
MIDDLESBROUGH, 130,000							
North Eastern Daily Gazette	70,000	10/	£120	J. H. Thompson	North Eastern Newspapers (1926), Ltd	Arthur Pickering	J. W. Radford.
NEWCASTLE-ON-TYNE, 280,000							
Newcastle Daily Journal & North Star	34,565	8/	£100	F. T. Souden	Northern Counties Conservative Newspaper Co., Ltd	S. Storey	W. Fletcher.
Evening Chronicle & North Mail	80,000	10/	.....		Newcastle Chronicle, Ltd		
Illustrated Chronicle	.....	5/	.....		Newcastle Chronicle, Ltd		
Sunday Sun	.....	12/	.....		Mail & Leader, Ltd		
NORTHAMPTON, 91,000							
Northampton Daily Chronicle	.....	6/	£50		Butterfield & Son		
Daily Echo	20,000	5/	£50	Francis Graves	Northampton Mercury Co., Ltd.	James Reg. Barker	James Reg. Barker.
NORTH SHIELDS, 86,000							
Shields Daily News	.....	5/6	£50		Northern Press, Ltd., South Shields		
SOUTH SHIELDS, 180,000							
Shields Daily Gazette	.....	6/	£58		Northern Press, Ltd., South Shields		
NORWICH, 123,000							
Eastern Daily News	.....	....	.....	A. Cozens-Hardy	Norfolk News Co., Ltd		H. Perry.
Eastern Evening News	.....	....	.....	A. Cozens-Hardy	Norfolk News Co., Ltd		H. Perry.
NOTTINGHAM, 262,658							
Nottingham Evening News	.....	12/	£100	P. G. Whatnall	Nottingham Journal, Ltd	Sir Charles Starmer	J. Hughes.
Nottingham Evening Post	.....	15/	£120		T. Bailey Forman		
Nottingham Guardian	.....	12/	£100		T. Bailey Forman		
Nottingham Journal	45,708	12/	£100	R. D. Rider	Nottingham Journal, Ltd	Sir Charles Starmer	J. Hughes.
OLDHAM, 177,137							
Oldham Evening Chronicle	18,706	4/	£36	W. S. Stewart	Hirst, Kidd & Rennie, Ltd	H. Hirst & C. E. Kidd.	Geo. K. Ball.
Oldham Standard	.....	7/	£30	T. Hackett	Northern Daily & Weekly Newspapers (1920), Ltd	T. Selwyn Lloyd	T. Selwyn Lloyd.
PENZANCE, 13,000							
Cornishman Series	.....	4/	.....	John Callenso	Cornishman Newspaper Co., Ltd.	Herbert Thomas	H. Hartley Thomas.
PLYMOUTH, 209,857							
Western Independent	.....	6/	£32	R. A. J. Walling	Whitfield & Newman, Ltd	R. A. J. Walling & H. Whitfield	H. Whitfield.
Western Evening Herald	40,000	12/6d	£120	W. O. Mills	Western Morning News Co., Ltd.	Sir R. Leicester Harmsworth, Bt.	G. W. Quigley.
Western Morning News & Mercury	30,000	12/6d	£150	J. L. Palmer	Western Morning News Co., Ltd.	Sir R. Leicester Harmsworth, Bt.	G. W. Quigley.
PORTSMOUTH, 247,343							
Evening News & Southern Daily Mail	60,000	6/	£80	W. Easthope	Evening News & Hampshire Telegraph Co., Ltd	S. Storey	W. Hunter.
PRESTON, 177,426							
Lancashire Daily Post	78,000	10/	£81.4.0		George Toulmin & Sons, Ltd.		
SCARBOROUGH, 46,000							
Scarborough Evening News & Daily Post	.....	6/	£50	F. C. Whittaker	Scarborough Mercury Newspaper Co., Ltd	Sir Meredith T. Whittaker	John Watson.
SHEFFIELD, 530,000							
Sheffield Daily Telegraph	63,068	15/	£150	John Oakley	Sir W. C. Leng & Co. (Sheffield Telegraph), Ltd	Sir Charles Clifford	John Kemp.
Sheffield Independent	90,486	15/	£150	Herbert J. Staines	Sheffield Independent Press, Ltd.	Sir Charles Starmer	Walter N. Myers.
Sheffield Mail	.....	7/6	£75	Herbert J. Staines	Sheffield Independent Press, Ltd.	Sir Charles Starmer	Walter N. Myers.
Yorkshire Telegraph & Star	160,000	25/	£250	H. L. Cooper	Sir W. C. Leng & Co., (Sheffield Telegraph), Ltd	Sir Charles Clifford	John Kemp.
SOUTHAMPTON, 200,000							
Southern Daily Echo	.....	8/	£80	W. A. Gleave	Hampshire Advertiser & Echos, Ltd.	W. Frank Perkins	F. W. George.
STOCKPORT, 123,315							
Cheshire Daily Echo	.....	5/	.....	William Astle	Swaine & Co., Ltd		J. H. Walker.
SUNDERLAND, 164,000							
Sunderland Daily Echo & Shipping Gazette	42,903	5/	£70	William B. Ellis	Sunderland Echo Co., Ltd	S. Storey	Percy R. Seabrook.

(Continued on page 258)

THE DAILY MIRROR

The Paper that Makes Advertising Pay!

The Daily Mirror is an established power in the world of advertising. It has proved its value again and again. That is why advertisers of Ladies' Fashions, Household Goods, Drapery, Furniture, Ladies' Toilet, etc., use its pages consistently. The Daily Mirror circulates to one of the largest and most responsive buying publics a newspaper has ever commanded. This is proved by the results it has brought and is still bringing to advertisers who regularly use its pages.

It is not a question of what can be advertised in the Daily Mirror but rather what cannot. A year or two ago, few believed that it would win eminence in financial circles, yet to-day it carries every prospectus of importance, and its financial articles are read and respected by city men and the hundreds of thousands of private investors throughout the country.

No go-ahead advertiser can afford to overlook a paper which commands such a vast following. The Daily Mirror is a golden key which admits the advertiser and his goods to a mighty market of millions of potential customers.

S. A. WILLMOTT,
Advertisement Manager,
Geraldine House,
Rolls Buildings,
Fetter Lane, E.C.4.

DAILY NEWSPAPERS OF GREAT BRITAIN—Circulations, Advertising Rates and Personnel

(Continued from page 256)

ENGLAND—(Cont'd)

CITY, POPULATION, NEWSPAPERS,	Circulation	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertisement Manager
SWINDON, 55,680							
Evening Advertiser	.....	7/6	£40	A. H. Cosford.....	Swindon Press, Ltd.....	Sir Charles Starmer...	C. W. Boyce.
WEYMOUTH, 24,570							
Dorset Daily Echo	.....	4/	£25	.....	Hampshire Advertiser & Echos, Ltd.	.....	G. Stephens.
WOLVERHAMPTON, 102,373							
Express & Star	.....	9/	£112	H. J. Whittick.....	Midland News Association, Ltd.	N. B. Graham.....	C. W. Kilbourn.
TORQUAY							
Torbay Herald & Express	.....	5/	£45	Reginald A. Colwill.	Western Times Co., Ltd. (Exeter)	Sir James Owen.....	Chas. H. Crook.
WORCESTER, 48,848							
Worcester Daily Times	12,000	5/	.....	H. G. Davey.....	Borrows Worcester Journal Co., Ltd.	.....	W. J. Pearce.
Worcester Echo	.....	5/	£33.5.0	W. G. R. Stone....	Worcestershire Newspapers & General Printing Co., Ltd..	W. G. R. Stone.....	.....
WORKINGTON, 26,480							
Cumberland Evening Mail	12,500	3/6	£30	J. C. Barling.....	Cumberland Evening Mail Publishing Co., Ltd.....	J. C. Barling.....	J.C. Barling & S. Waite.
YORK, 85,000							
Yorkshire Herald	.....	12/6	£115	C. J. Bex.....	Yorkshire Herald Newspaper Co., Ltd.	A. M. Wiseley.....	E. Hewitson.
Yorkshire Evening Press	.....	12/6	£115	C. J. Bex.....	Yorkshire Herald Newspaper Co., Ltd.	A. M. Wiseley.....	E. Hewitson.
DOUGLAS—ISLE OF MAN							
Isle of Man Daily Times	.....	2/	.....	E. J. A. Brown.....	Brown & Sons, Ltd.....	E. J. A. Brown.....	.....

SCOTLAND

ABERDEEN, 158,936							
Aberdeen Evening Express	80,000	12/6	£80	Alex. Catto	Aberdeen Newspapers, Ltd....	James A. C. Coutts...	James A. Nicol.
Aberdeen Press & Journal	35,000	12/6	£100	William Veitch	Aberdeen Newspapers, Ltd....	James A. C. Coutts...	James A. Nicol.
DUNDEE, 168,315							
Dundee Advertiser & Dundee Courier	.....	20/	£154	.....	John Leng & Co., Ltd.....	.....	John Garden.
Dundee Evening Telegraph & Post	.....	16/3	.....	.....	.....	.....	.....
EDINBURGH, 420,264							
Evening Dispatch	.....	12/	£130	.....	J. Ritchie & Co.....	.....	.....
Evening News	102,114	13/	£150	.....	Edinburgh Evening News, Ltd.	.....	.....
Scotsman	.....	25/	£250	.....	J. Ritchie & Co.....	.....	.....
GLASGOW, 1,034,174							
Bulletin	.....	12/	£42	J. Davidson	George Outram & Co., Ltd...	Alex. McL. Ewing....	Bryce B. Morrison.
Citizen	.....	12/	.....	.....	.....	.....	.....
Daily Record	210,000	20/	£80	.....	Associated Scottish Newspapers, Ltd.	.....	.....
Evening News	.....	14/	£150	R. J. McLennan....	Associated Scottish Newspapers, Ltd.	D. R. Anderson.....	Hugh W. Dick.
Evening Times	274,768	18/	£200	James Willock	George Outram & Co., Ltd...	Manager, Alex. Ewing.	Bryce B. Morrison.
Glasgow Herald	.....	25/	£250	Sir Robert Bruce...	George Outram & Co., Ltd...	Alex. McL. Ewing....	Bryce B. Morrison.
Sunday Post	364,698	50/	£200	.....	D. C. Thomson & Co., Ltd....	.....	.....
GREENOCK, 81,123							
Evening Telegraph	18,000	8/	£90	.....	O. W. Pollock & Co.....	.....	.....
PAISLEY, 84,834							
Daily Express	.....	6/	£50	.....	W. A. Lochhead.....	.....	.....

IRELAND

BELFAST, ULSTER, 315,492							
Irish News	15,000	5/	£60	.....	.....	.....	.....
Belfast Telegraph	.....	12/6	£160	Rt. Hon. Thomas Moles, M. P.....	W. & G. Baird, Ltd.....	Sir Robert Baird.....	Wm. Cassidy.
Belfast News-Letter	.....	....	.....	.....	.....	.....	.....
Northern Whig & Belfast Post	27,000	7/6	£70	Sir Robert Lynn....	Northern Whig, Ltd.....	Rt. Hon. Samuel Cunningham	R. S. Gourley.
Irish Telegraph	.....	5/	.....	Rt. Hon. Thomas Moles, M. P.....	W. & G. Baird, Ltd.....	Sir Robert Baird.....	Wm. Cassidy.
DUBLIN, IRISH FREE STATE, 400,000							
Irish Independent	128,095	15/	£200 (front) £160	T. Harrington	Independent Newspapers, Ltd.	Dr. W. Lombard Murphy	T. A. Grehan.
Evening Herald	86,912	7/6	£80	H. J. Brunicarde....	Independent Newspapers, Ltd.	Dr. W. Lombard Murphy	T. A. Grehan.
Sunday Independent	77,588	10/	£100	J. J. Ryce.....	Independent Newspapers, Ltd.	Dr. W. Lombard Murphy	T. A. Grehan.
Evening Mail	32,000	10/	£75	.....	Dublin Express & Mail, Ltd.	H. F. Tivy.....	.....
Evening Telegraph	.....	7/	£50	.....	.....	.....	.....
Irish Times	.....	12/6	£160 (front page) £120	John E. Healy.....	Irish Times, Ltd.....	Sir John A. Arnott, Bart..	John J. Simington.
CORK, 102,000							
Cork Examiner	22,460	5/6	£55	George Crosbie	Thomas Crosbie & Co., Ltd...	George Crosbie	T. O'Neill.
Cork Echo	18,400	3/6	£30	P. J. Kelly.....	Thomas Crosbie & Co., Ltd...	George Crosbie	E. Looney.
WATERFORD, 28,000							
Evening News	.....	3/9	.....	.....	.....	.....	.....
Evening Star	.....	....	.....	.....	.....	.....	.....

CHANNEL ISLANDS

GUERNSEY, 40,120							
Guernsey Evening Press	6,203	4/	.....	J. S. Irish.....	Guernsey Press, Ltd.....	F. F. Peek.....	C. W. Howitt.
The Star	.....	4/	.....	.....	Guernsey Star & Gazette Co., Ltd.	.....	.....
JERSEY, 49,474							
Morning News	.....	....	.....	.....	W. Ph. Le Bas.....	.....	.....
Evening Post	9,000	4/	.....	A. P. Querée.....	W. E. Guiton & Co.....	A. P. Querée.....	A. Harrison.

WALES

CARDIFF, 230,000							
South Wales Evening Express	125,000	12/6	£70	R. Gittoes-Davies....	Western Mail, Ltd.....	Sir William Davies & Robert John Webber.	Justin McCarthy.
South Wales Echo	168,016	15/	£150	.....	David Duncan & Sons, Ltd...	.....	R. Powell Henry.
South Wales News	.....	12/	£120	.....	David Duncan & Sons, Ltd...	.....	R. Powell Henry.
Western Mail	.....	15/	£150	Sir William Davies.	Western Mail, Ltd.....	Sir William Davies & Robert John Webber.	W. J. Minchinton.
NEWPORT, MON., 100,000							
South Wales Argus	.....	10/	£90	W. J. T. Collins....	South Wales Argus, Ltd.....	C. H. Adams.....	G. E. Dibden.
SWANSEA, 158,000							
South Wales Daily Post	.....	5/	£50	David Davies	South Wales Post Newspaper Co., Ltd.	David Davies	C. J. Bussy.
Cambria Daily Leader	20,000	10/	£80	.....	.....	.....	.....

BRITISH ADVERTISING AGENCIES

Note—This is the most complete list of British advertising agencies ever issued, and has been compiled exclusively for EDITOR & PUBLISHER. For the purpose of convenience Advertising Consultants not actually placing business are also included.

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A

Name	Address
Name	Street Address
A1 Advertising Co. (1920), Ltd	65 Chancery Lane, W. C. 2.
Abbott, W., Ltd.	32 Eastcheap, E. C. 3.
Abercorn Advtg. Agency, Ltd	27 Chancery Lane, W. C. 2.
Abrahams, J.	190 Rumford Road, E. 7.
Adam Howard Advtg., Ltd	7 New Square, Lincoln's Inn, W. C. 2.
Adams Bros. & Shardlow, Ltd	72 Chiswell St., W. C. 1.
Adelphi Publicity Service	12 York Buildings, Adelphi, W. C. 2.
Adlets, Ltd	20 Kingsway, W. C. 2.
Advt. Managers, Ltd	36 Southampton St., W. C. 2.
African & Colonial Press Agency	9 Quality Court, Chancery Lane, W. C. 2.
African Publicity Service	109 Kingsway, W. C. 2.
A. G. Advtg. Novelties Co	17 Shaftesbory Av., W. 1.
Agence Havas, Ltd	6 Bream's Buildings, W. C. 2.
Agence, Mitchell	182 Snow Hill, E. C. 1.
Aldridge, F.	26 Paternoster Row, E. C. 4.
Aldwych Advertising Co., Ltd	Astor House, Aldwych, W. C. 2.
Alert Circularizing Co., Ltd	87-93 Lamb's Conduit St., W. C. 1.
Alexander & Co	43 Bedford St., W. C. 2.
Algar, F.	58 Gracechurch St., E. C. 3.
Allan-Cooper, E., & Co., Ltd	15 Railway Approach, S. E. 1.
Allan's Advertising Service, Ltd	3 Queen's Square, W. C. 1.
Alliance Advtg. Agency, Ltd	93-94 Chancery Lane, W. C. 2.
Amalgamated Publicity Service, Ltd	Publicity House, Bucknall St., W. C. 2.
American Advertising Service	37 Golden Square, W. 1.
Anderson, R., & Co	13 King William St., W. C. 2.
Argosy Service	180 Fleet St., E. C. 4.
Arks Publicity, Ltd	63, Lincoln's Inn Fields, W. C. 2.
Armstrong, C.	150 Southamptpn Row, W. C. 1.
Art and Publicity Service	7 Southampton St., W. C. 1.
Ashby Service Agency, Ltd	26 High Holborn, W. C. 1.
Ashford, Chas.	12, Lower Essex St., W. C. 2.
Associated Advertising Co	Norfolk St., W. C. 2.
Association of Service Newspapers	1 Albemarle St., W. 1.
Atlantic Publicity Co	Devereux Buildings, Devereux Court, W. C. 2.
Australian Advertising Agency, Ltd	Australia House, W. C. 2.

B

Barker, Charles, & Sons, Ltd	31 Budge Row, E. C. 4.
Barker, Drabble & Co	88-90 Chancery Lane, W. C. 2.
Barker, E., & Co	13 Salisbury Square, E. C. 4.
Barney, E. W., Ltd	Central House, Kingsway, W. C. 2.
Bartlett, P. C.	27 Southampton St., W. C. 2.
Barry-Briant, Ltd.	177 Fleet St., E. C. 4.
Bates, Alfred, & Son, Ltd	132-4 Fleet St., E. C. 4.
Batten, F.	36 Plumstead High Street, S. E. 18.
Bayliss Bros.	53a Shaftesbury Ave., W. C. 2.
Beckford, W. S., & Co	122 Chancery Lane, W. C. 2.
Beckwith, R.	140 Streatham Ave., Streatham Hill.
Bedford, J. W	Rolls House, Bream's Buildings, E. C. 4.
Beer, A. P., & Son	128 Fleet St., E. C. 4.
Bench, T. C., Ltd	Graham House, Tudor St., E. C. 4.
Benn & Cronin, Ltd	25 Grosvenor Pl., S. W. 1.
Bennads, Ltd.	200 Hornsey Road, N. 7.
Benson, S. H., Ltd	Kingsway Hall, W. C. 2.
Berkeley Press	Staple Inn Buildings, W. C. 1.
Bernard, A.	63 Ludgate Hill, E. C. 4.
Better-ads	262 Seven Sisters Road, N. 4.
Bewley Publicity, Ltd	72 Oxford St., W. 1.
Bioscope Publishing Co., Ltd	8 Charing Cross Road, W. C. 2.
Black's Advtg. Agency, Ltd	47 New Oxford St., W. C. 1.
Blackwell Bros.	50 Parson's Green Lane, S. W. 6.
Blackwell, Major F. V	22 Northumberland Ave., W. C. 2.
Bond, D. H.	329 High Holborn, W. C. 1.
Booklet Ads.	92 Fleet St., E. C. 4.
Bowyer, W. H.	162 Fleet St., E. C. 4.
Brady, W., & Co	96 Victoria St., S. W. 1.
Braid, T. B	43 Great Portland St., W. 1.
Brandis-Davis Agency	2 and 231 Strand, W. C. 2.
Bridewell Publicity Service	15 New Bridge St., E. C. 4.
Briggs & Associates, Ltd	19 Craven St., W. C. 2.
Brindley, T. M	Imperial Buildings, E. C. 4.
British Trades Pubicity Co	12 York Buildings, W. C. 2.
Brixton Free Press & Advertising Co., Ltd	429 Brixton Road, S. W. 9.
Brockie, Haslam & Co	23 Fleet St., E. C. 4.
Brock's Publicity Service	57 and 58 Chancery Lane, W. C. 2.
Brown, A. W	39 Tothill St., S. W. 1.
Brown, E. W	110 Cannon St., E. C. 4.
Browne, A.	69 Old Broad St., E. C. 2.
Browne, C. A. G	17 Farringdon St., E. C. 4.
Browne, T. B., Ltd	162 Queen Victoria St., E. C. 4.
Buckland & Co	55 Chancery Lane, W. C. 2.
Burroughes Wellcome & Co	Snow Hill Buildings, E. C. 4.
Burrow, E. J., & Co., Ltd	109 Kingsway, W. C. 2.
Business Builders, Ltd	26 Gt. Ormond St., W. C. 1.
Buttolph & Dickson	190 Strand, W. C. 2.

C

Camden Advertising Agency	61 Fleet St., E. C. 4.
Carr, W. C	9 Highbury Crescent, N. 5.
Carter, Turner & Turner & Co., Ltd	56 Ludgate Hill, E. C. 4.
Catherall, W. H. G	9 Queen Victoria St., E. C. 4.
Cattell, G. H	168 Regent St., W. 1.
Causton, Sir J., & Sons, Ltd	9 Eastcheap, E. C. 3.
Cave's Advertising & Publicity Service	11 Gt. Turnstile, Lincoln's Inn Fields, W. C. 2.
Caxton Advertising Agency, Ltd	11 Surrey St., W. C. 2.
Celtic Advertising Agency	57 and 58 Chancery Lane, W. C. 2.
Central News, Ltd	5 New Bridge St., E. C. 4.
Central Press Agency	190 Strand, W. C. 2.
Central Publicity Co	28 Percy St., W. 1.
Chadwick's Service, Ltd	Publicity House, Bucknall St., W. C. 2.
Chancery Publicity Service	11 Southampton Buildings, W. C. 2.
Chappell, J., & Co., Ltd	182 Whitechapel Road, E. 1.
Charterhouse Advertising Service	Charterhouse Chambers, E. C. 1.
Church Advtg. Assoc'n	36 Whitefriars St., E. C. 4.
Cinads, Ltd.	20 Kingsway, W. C. 2.
Cinema Publicity Co	18 Featherstone Buildings, W. C. 1.
City Advtg. Agency	11 Paternoster Buildings, E. C. 4.
City Publicity Service	Marlborough House, 11 Ludgate Hill, E. C. 4.
City Studio Co	60 Long Lane, E. C. 1.
Clackson, A. H., Ltd	119 Fleet St., E. C. 4.
Clarendon Advertising Service	3 Craven House, Kingsway, W. C. 2.
Clark & Norman, Ltd	166 Strand, W. C. 2.
Clark, Samson & Co., Ltd	57 Mortimer St., W. 1.
Clarke, Ernest, & Co	3 Paul's Bakehouse Court, E. C. 4.
Clarke, Son & Platt, Ltd	Southampton House, W. C. 1.
Clayton, C. D., Ltd	19 Charing Cross Road, W. C. 2.
Cleaver, Travers, Ltd	47 Gt. Russell St., W. C. 1.
Clifton, Drew	192 Alexandra Road, N. W. 8.
Clowes, Wm., & Sons, Ltd	28 Gt. Windmill St., W. 1.
Collier, A. V	19 Osbaldeston Road, N. 16.
Colman, Thos., & Co	3 Arundel St., W. C. 2.
Colman's (Printing) Services, Ltd	2 Breams Buildings, E. C. 4.
Colonial Technical Press, Ltd	36-38 Southampton St., W. C. 2.
Commercial Publicity	59 New Oxford St., W. C. 1.
Commercial Publicity Co	42 Blackfriars Road, S. E. 1.
Cook's Publicity Service	40 Maida Vale, W. 9.
Corbett, S.	18 Finsbury Park Road, N. 4.
Cornish, W. F	2 Tudor St., E. C. 4.
Courtenay, J. W., Ltd	12 Norfolk St., W. C. 2.
Cowie & Co., Ltd	17 Gresham St., E. C. 2.
Cox & Pickering	3 Westminster Palace Gardens, S. W. 1.
Cox, C., & Co	66 Gt. Fortland St., W. 1.
Cramer & Co	41 Old Compton St., W. 1.
Crane, Paget & Co., Ltd	3 Lincoln's Inn Fields, W. C. 2.
Crawford, W. S	233 High Holborn, W. C. 1.
Crossley & Co., Ltd	5 Racquet Court, E. C. 4.
Curtis Agency, Ltd	102-104 Oxford St., W. C. 1.

D

Daco Advertising Co	45 Bedford Road, W. C. 1.
Dale, Reynolds & Co., Ltd	46 Cannon St., E. C. 4.
Darby's Advertising Agency, Ltd	Australia House, Strand, W. C. 2.
Darby's Advertising Service	2 and 4 Tudor St., E. C. 4.
Davey, James, & Co	New Inn House, Houghton St., W. C. 2.
David Allen Services	1 Wardour St., W. 1.
Danvers, V. L	Carlisle House, Southampton Row, W. C. 1.
Davies & Co	95 Bishopsgate, E. C. 2.
Davies & Wild	87 Regent St., W. 1.
Davies' Publicity, Ltd	13 Victoria St., S. W. 1.
Davis, S., & Co	Aldwych House, Aldwych, W. C. 2.
Dawson, Wm., & Sons, Ltd	118 Cannon St., E. C. 4.
Day, Bertram, & Co., Ltd	9-10 Charing Cross, S. W. 1.
Day, A. C	28-29 Temple Chambers, E. C. 4.
Deacon, Samuel, & Co., Ltd	9 Fenchurch Ave., E. C. 3.
Denny & Co., Ltd	157 Windsor House, S. W. 1.
De Roos, Johnson & Co	80 Wellesley Road, N. W. 15.
Derrick, F. E., Advertising Agency, Ltd	110 St. Martin's Lane, W. C. 2.
Dettloff, H., Ltd	26 and 28 Sun St., E. C. 2.
Dewynter's, Ltd	60 Haymarket, S. W. 1.
Direct Mail Advtg., Ltd	Publicity House, Buchnall St., W. C. 2.
Dexter Publicity Service, Ltd	4 Avenue Charles, Southampton Row, W. C. 1.
Dixon's West End Advertising Agency, Ltd	195 Oxford St., W. 1.
Domestic Advertising Exchange	48 High St., Kingston-on-Thames.
Doreill Advertising Co., Ltd	181 Queen Victoria St., E. C. 4.
Dorland Agency, Ltd	14 Regent St., S. W. 1.
Downton, Hill and Pawsey	35 Surrey St., W. C. 2.
Drabble, Harold, Ltd	2 Norfolk St., Strand, W. C. 2.
Drummond-Walker & Co	83 Kingsway, W. C. 2.
Dunstan, Edgar G., & Co	11 Lincoln's Inn Fields, W. C. 2.

E

E. C. Advertising Co., Ltd	54 Old Broad St., E. C. 2.
Edmondson, J. F	77 Fetter Lane, E. C. 4.
Edwards, H.	19 Rupert St., W. 1.
Effective Publicity Co	11 Gt. Turnstile St., W. C. 1.
Electric Advertising Clocks	162 Regent St., W. 1.
Elite Advertising Services	38 London Road, Croydon.
Elliott, S., Ad. Agency, Ltd	10 Lancaster Place, W. C. 2.
Ellis, Chas.	61 Fore St., E. C. 2.
Elmwood Advtg. Co	Newport House, Gt. Newport St., W. C. 2.
Engineering Publicity Service, Ltd	89 Kingsway, W. C. 2.
England, W., & Co	5 Constantine Road, N. W. 3.
Entrepreneurs, Ltd.	6-7 Queen St., E. C. 4.

(*Continued on page 260*)

An Important Market in Massachusetts

FITCHBURG

And the surrounding smaller cities and towns for which it is the trading center.

With its diversified industries—mainly paper, saws, files, cotton, woolen and worsted goods, foundry and machine shop products—Fitchburg is a prosperous city of 43,689 (1925 census).

Other towns in the Fitchburg trade area, some of them over the New Hampshire state line, are thriving industrial and agricultural communities.

THE FITCHBURG SENTINEL

an old established afternoon paper, is read by practically every family in Fitchburg every day and also reaches out into this profitable suburban territory.

SENTINEL PRINTING CO.

FITCHBURG, MASS.

JULIUS MATHEWS SPECIAL AGENCY

ADVERTISING AGENCIES OF GREAT BRITAIN

(Continued from page 259)

Name	Address
Erwin, Wasey & Co., Ltd.	King's Bldgs., Dean Stanley St., S. W. 1, and 19 Boulevard Malesherbes, Paris (VIIIE).
Erwoods, Ltd.	30 Fleet St., E. C. 4.
Exchange Telegraph Co., Ltd.	64 Cannon St., E. C. 4.
Express Publicity Co.	37-41 Gracechurch St., E. C. 3.

F

Facsimile Letter Ptg. Co., Ltd.	6a Tudor St., E. C. 4.
Falcon Service, Ltd.	40-43 Norfolk St., Strand, W. C. 2.
Far Eastern Ad. Agency (London), Ltd.	36 Southampton St., W. C. 2.
Felton's Ad. Agency (1924), Ltd.	22 Church St., Shaftesbury Ave., W. 1.
Fennemore Haydon & Co., Ltd.	115 Fleet St., E. C. 4.
F. G. L. Advertising Service	60 Chandos House, Palmer St., S. W. 1.
Field's Ad. Service, Ltd.	33 Strand, W. C. 2.
Fisher, Eden & Co., Ltd.	7-8 Clement's Lane, E. C. 4.
Fletcher's Ad. Agency	113 Edgware Road, W. 2.
Flowerdew & Co.	227 Strand, W. C. 2.
Flynn's Advertising Agency	20 High Holborn, W. C. 1.
Foot, B., & Co.	110 Charing Cross Road, W. C. 2.
Foreign Ad. Agency	47 Victoria St., S. W. 1.
Foster Wickens, Ltd.	56 Ludgate Hill, E. C. 4.
Fowler, W. H., Ltd.	70 Victoria St., S. W. 1.
Frank, Albert, & Co., Inc. (of New York)	5 New Bridge St., E. C. 4.
Frankland, C. A.	44 Bedford Row, W. C. 1.
Fretwell & Co.	5 Wine Office Court, E. C. 4.
Freeman & Co.	33 Paternoster Row, E. C. 4.
Frost-Smith & Co.	66 Finsbury Pavement, E. C. 2.
Fuller, F. L.	99 New Bond St., W. 1.
Fuller, H. E., Ltd.	1 Southampton Row, W. C. 1.
Fulton's Marketing & Selling Organization, Ltd.	Astor House, Aldwych, W. C. 2.

G

Gane, A., & Co., Ltd.	6 Eldon St., E. C. 2.
Garland, S. T.	14-18 Brook St., W. 1.
General Sales Promotion, Ltd.	11-12 Pall Mall, S. W. 1.
Gerard Studios	33 Shoe Lane, E. C. 4.
George, E. Walter, Ltd.	26-27 High Holborn, W. C. 1.
Gibbs, Smith & Co.	10 High Holborn, W. C. 1.
Gilbert Advertising, Ltd.	Haxlitt House, Southampton Buildings, High Holborn, W. C. 1.
Giles, G.	146 Fleet St., E. C. 4.
Glendenning & Co.	90 Cannon St., E. C. 4.
Glover, T. J.	61 Chancery Lane, W. C. 2.
Godbold's, Ltd.	1 Clement's Inn Strand, W. C. 2.
Goldberg Advertising Agency, Ltd.	109 Kingsway, W. C. 2.
Goldsmith, W., Co.	46 Lincoln's Inn Fields, W. C. 2.
Goddard, Watts, Ltd.	3 Broadway, Ludgate Hill, E. C. 4.
Goodall, B. L.	9 Southampton St., W. C. 1.
Good Advertising, Ltd.	43 Upper Berkeley St., W. 1.
Goodman, Raven & Co., Ltd.	19 Charing Cross Road, W. C. 2.
Gordon Advertising Agency	Whitehall Place, S. W. 1.
Gordon & Gotch, Ltd.	Gordon House, Farringdon St., E. C. 4.
Goring, J. H., Advertising	Graham House, Tudor St., E. C. 4.
Gosden, D., & Co.	11 Henrietta St., W. C. 2.
Gosnay Advtg. Co.	57 Long Acre, W. C. 2.
Gould & Portmans, Ltd.	6 Bloomsbury St., W. C. 1.
Graham, Alan, & Co., Ltd.	151 Fleet St., E. C. 4.
Grantley & Co., Ltd.	48 Leicester Sq., W. C. 2.
Greenly's, Ltd.	5 Chancery Lane, W. C. 2.
Griffiths & Millington, Ltd.	22 Wellington St., W. C. 2.
Griffiths & Weller, Ltd.	3 Grosvenor Gardens, S. W. 1.
Gude's Commercial Art & Advertising Service	15 King St., St. James's, S. W. 1.

H

Haddon, John, & Co.	11-12 Salisbury Square, E. C. 4.
Halcyon Publicity, Ltd.	15 York Buildings, Adelphi, W. C. 2.
Hale, Cook & Soppitt, Ltd.	Sentinel House, Southampton Row, W. C. 1.
Hales, F. A. H., Ltd.	3 Clement's Inn, Strand, W. C. 2.
Hammond, Aubrey W.	Fulwood House, W. C. 1.
Hampton's Advtg. Agency	14-16 Whitcomb St., W. C. 2.
Hannaford & Goodman, Ltd.	57 Ludgate Hill, E. C. 4.
Hannam's Billposting, Ltd.	93 Merton Road, S. W. 19.
Hardy, Roy, Ltd.	292 High Holborn, W. C. 1.
Harman-Featherstone, Ltd.	11 Garrick Street, W. C. 2.
Harrods, Ltd.	32 Hans Crescent, S. W. 1.
Hart, E. C., & Co.	93-94 Chancery Lane, W. C. 2.
Hart & Harford, Ltd.	12 Henrietta Street, W. C. 2.
Hart, J., & Co.	6 Arundel Street, W. C. 2.
Harvey Bros.	171 Queen Victoria Street, E. C. 4.
Harvey, E. M.	8 Broad Ct. Chas., Bow Street, W. C. 2.
Harvey, Walton, Ltd.	147 Fleet Street, E. C. 4.
Harwood, E. W., & Co.	21 Warwick Lane, E. C. 4.
Hastings, A.	17 Surrey Street, W. C. 2.
Hazell, Watson & Viney, Ltd.	52 Long Acre, W. C. 2.
H. C. Publicity Service	22 Buckingham Street, W. C. 2.
Hearn's Advertising Service	58a High Street, Willesden, N. W. 10.
Heathcote's Advertising Agency	59 St. Margaret's Road, Ilford.
Herbert Publicity, Ltd.	90 Charing Cross Road, W. C. 2.
Higham, Charles F., Ltd.	Imperial House, Kingsway, W. C. 2.
Hill, E. I.	29 Ludgate Hill, E. C. 4.
Hill, W., & Co., Ltd.	67 Southampton Row, W. C. 1.
Hill, Leonard	173 Fleet Street, E. C. 4.
Hodges, Watson & Lipscomb	40 Norfolk Street, W. C. 2.
Holford-Bottomley Advertising Service, Ltd.	23 King Street, E. C. 2.
Holman (Laurance) Advertising Service	30 Bedford Square, W. C. 1.
Home & Abroad Publicity Co., Ltd.	91 Regent Street, S. W. 1.
Home, H., & Sons	7 Warwick Court, W. C. 1.
Hooper and Batty, Ltd.	15 Walbrook, E. C. 4.
Horncastle's Advt. Offices	60 Cheapside, E. C. 2.
Hotel & General Advtg. Co., Ltd.	Temple House, Tallis Street, E. C. 4.
Hougham Service, Ltd.	10 New Court, Lincoln's Inn, W. C. 2.
Howell, E. R.	97 Queen Victoria Street, E. C. 4.
Hubert Cunningham Service	333 Gray's Inn Road, W. C. 1.
Hunter, Edw., & Co.	15-19 Kingsway, W. C. 2.
Hutchins & Harris, Ltd.	Windsor Ho., Victoria Street, S. W. 1.
Huxley, W. G.	18 Southwark Street, S. E. 1.
Hyams, A., & Co.	13 Arundel Street, W. C. 2.

I

Imperial Advtg. Agency	418 Strand, W. C. 2.
Industrial Publicity Service, Ltd.	4 Red Lion Court, E. C. 4.
International Trade Developer, Ltd.	25 Victoria Street, S. W. 1.
Invicta Signs	2a London Road, E. 5.

J

Jackson, E. H., & Co.	19 Cullum Street, E. C. 3.
Jarvis, L. J.	12 Norfolk Street, W. C. 2.
Johnson, C., & Co.	10 Rosebery Avenue, E. C. 1.
Judd, Walter, Ltd.	47 Gresham Street, E. C. 2.

K

Kay Burlington's, Ltd.	100 Victoria Street, S. W. 1.
Kelly, G., & Co.	14 Victoria Street, S. W. 1.
Keymer, D. J.	36-38 Whitefriars Street, E. C. 4.
King, J. G., and Son	10 Bolt Court, E. C. 4.
Kingsway Press Advtg. Service, Ltd.	13 Southampton Street, W. C. 1.
Knight, Arthur, Co., Ltd.	55-56 Chancery Lane, W. C. 2.

L

Laidlaw Publicity	163a Strand, W. C. 2.
Lambert, Arthur, Ltd.	10-12 Ludgate Hill, E. C. 4.
Lamson Agency, Ltd.	12 St. Mary Axe, E. C. 3.
Laughton and Co., Ltd.	3 Southampton Street, W. C. 2.
Law Land Publicity Dept. Co.	30 Norfolk Street, Strand, W. C. 2
Lawrence, T. B. (Press Advtg.), Ltd.	1 Arundel Street, W. C. 2.
Lawrie Service	13 Bream's Buildings, E. C. 4.
Lazenby, Ltd.	57-59 Victoria Street, S. W. 1.
Le Mare, S. R.	23 Paternoster Square, E. C. 4.
Leathwaite and Simmons	34 Throgmorton Street, E. C. 2
Leigh-Breton Ad. Service, Ltd.	87 Regent Street, W. 1.
Leopold, A., & Co.	531 Holloway Road, N. 19.
Letterbox Service Co.	Regent Ho., Regent Street, W. 1.
Leyfield, M., & Co., Ltd.	30 Craven Street, W. C. 2.
Lile, John H., Ltd.	4 Ludgate Circus, E. C. 4.
Local Trade Publications, Ltd.	93 Chancery Lane, W. C. 2.
London Advtg. Contractors	79 Rosebery Avenue, E. C. 1.
London Advtg. Service	4a Theberton Street, N. 1.
London and Provincial Agency, Ltd.	104 High Holborn, W. C. 1.
London Press Exchange, Ltd.	110 St. Martin's Lane, W. C. 2.
London Service Agency, Ltd.	18 Holborn Viaduct, E. C. 1.
Long, Hiram, Ltd.	4 Roan Street, Greenwich, S. E. 10.
Longman's Billposting, Ltd.	474 King's Road, S. W. 10.
Lord and Thomas, Ltd.	Surrey Ho., Victoria Embankment, W. C. 2.

M

McCave, B. A.	177 Fleet Street, E. C. 4.
McCorquodale & Co., Ltd.	15 King Street, E. C. 2.
McDougall, Thomas, Ltd.	44 and 46 Kingsway, W. C. 2.
McGregor, A. G.	56 Avenue Chambers, W. C. 1.
McKim, A., Ltd.	6 Norfolk Street, W. C. 2.
McLaren and Sons, Ltd.	38 Shoe Lane, E. C. 4.
Magnet Advtg. Co.	12a Manor Road, N. 16.
Mallison and Richards	199b Temple Chambers, Temple Avenue, E. C. 4.
Mann, F. C.	36 St. Andrew's Hill, E. C. 4.
Markham, Louis	57 and 58 Chancery Lane, W. C. 2.
Marlborough, E., & Co., Ltd.	51 Old Bailey.
Marshall Advtg. Service, Ltd.	150 Southampton Row, W. C. 1.
Marsh, G. A.	Oxford Circus Ho., 245 Oxford Street, W. 1.
Martin & Carter	112 New Oxford Street, W. C. 1.
Martin's Scientific Advtg. Agency Service	113 Kingsway, W. C. 2.
Mason Bros.	Manor Road, S. E. 25.
Mason, Frank, & Co., Ltd.	3 Clement's Inn, W. C. 2.
Massey, R.	106 Victoria Street, S. W. 1.
Massip, Jean, & Co., Ltd.	143 Fleet Street, E. C. 4.
Mastin, S. L. A.	72 Charterhouse Chas., E. C. 1.
Mather and Crowther	10-13 New Bridge Street, E. C. 4.
Matthews, Alex., & Co.	93 Chancery Lane, W. C. 2.
May's Advertising Agency, Ltd.	26 Bedford Street, Strand, W. C. 2.
May, J. E.	68 Fleet Street, E. C. 4.
Mayence, E. L., & Co.	19 Ludgate Hill, E. C. 4.
Mayfair Advertising Service, Ltd.	10 Dover Street, W. 1.
Meerloo Puby. Service, Ltd.	14 New Cavendish Street, W. 1.
Merritt Service	46 Charing Cross, S. W. 1.
Metropolitan Advtg. Co., Ltd.	22 Church Street, Shaftesbury Avenue, W. 1.
Miller, G. P.	Abbey House, Victoria Street, S. W. 1.
Milton Ad. Agency, Ltd.	2 Broad Court, Bow Street, W. C. 2.
Misgni, Gooderham & Young, Ltd.	40 Chancery Lane, W. C. 2.
Mitchell, C., & Co., Ltd.	1 Snow Hill, E. C. 1.
Moore, A. J.	34 Westow Street, S. E. 19.
Moorgate Publicity Co., Ltd.	30 Ludgate Hill, E. C. 4.

(Continued on page 261)

THE
BAYONNE
TIMES
BAYONNE, NEW JERSEY
Only A. B. C. Paper in Bayonne
Has more than four times the circulation of its nearest competitor.
REACHES 90% OF THE FAMILIES
residing in this city of 93,000 people
We are prepared to assist in making surveys of the local market for advertisers, and, in all other respects, you will find us mighty good co-operators.
National Advertising Handled Direct

ADVERTISING AGENCIES OF GREAT BRITAIN

(Continued from page 260)

Name	Address
Morgan, A. R.	3 Denman Street, W. 1.
Morison, J. K.	30 Ludgate Hill, E. C. 4.
Morley's Press Service	33 Chancery Lane, W. C. 2.
Morris & Groves	7 Rolls Passage, W. C. 2.
Morris Advertising Service	73 East Street, Manchester Square, W. 1.
Morris, T. W., Ltd	104 High Holborn, W. C. 1.
Morrison, C. D	31 High Holborn, W. C. 1.
Mortons	2a Hand Court, W. C. 1.
Mosse, Rudolph, Ltd	125 Strand, W. C. 2.
Muller, Blatchly, & Co., Ltd	84 Queen Victoria Street, E. C. 4.
Municipal Agency, Ltd	13 Victoria Street, S. W. 1.
Munro, H. N	Evelyn House, 62 Oxford Street, W. 1.
Murgatroyd, A. H	62 Fleet Street, E. C. 4.
Mutual Advtg. Agency, Ltd	29 Ludgate Hill, E. C. 4.

N

Nash & Alexander, Ltd	103 Kingsway, W. C. 2.
National Display Service	Astor House, Aldwych, W. C. 2.
National Publicity Agency	29 Charing Cross, S. W. 1.
National Publicity Co., Ltd	167 Strand, W. C. 2.
Nelson, G. F	Laurence Fountney Lane, E. C. 4.
Newfleet Co.	53 Fleet Street, E. C. 4.
Newbury, Francis, & Sons, Ltd	27 Charterhouse Square, E. C. 1.
New Year Advertising Agency	12 Archer Street, W. 1.
Newton & Co	110 Strand, W. C. 2.
Norman Bright Publicity	19 Villiers Street, W. C. 2.
North London Advtg. Agency	8a Hornsey Street, N. 7.

O

Odhams Press, Ltd	57-59 Long Acre, W. C. 2.
Ogden and Spencer, Ltd	1 New Court, W. C. 2.
Organized Publicity, Ltd	82 Victoria Street, S. W. 1.
Osborne-Peacock Co., Ltd	Lincoln House, High Holborn, W. C. 1.
Outdoor Publicity, Ltd	8 Charing Cross Road, W. C. 2.
Overseas Publicity & Service Agency	9 Quality Court, W. C. 2.
Owen, Arthur, J., Ltd	36 Southampton Street, W. C. 2.

P

Paddington Advertising Co	37 Spring Street, W. 2.
Palmer, Newbould & Co	5 Clements Inn, Strand, W. C. 2.
Palmer's Publicity Service	69 Fleet Street, E. C. 4.
Faragon Publicity Co	10 Duke Street, W. C. 2.
Parker's Advertising Agency	24 Buckingham Street, W. C. 2.
Parr's Advertising Service, Ltd	Craven House, W. C. 2.
Parry & Co	Pinners Hall, Austinfriars, E. C. 2.
Partington Advertising Co., Ltd	Victoria Embankment, W. C. 2.
Patrol Publicity Co	8 Red Lion Square, W. C. 1.
Pavement Publicity, Ltd	Bush House, W. C. 2.
Payne-Jennings Publicity	6 Vigo Street, W. 1.
Pemberton, Alfred, Ltd	187 Piccadilly, W. 1.
Pethick, V.	184 Fleet Street, E. C. 4.
Phoenix Industrial Services, Ltd	12 London Wall, E. C. 2.
Pictorial Publicity Co., Ltd	43 Belvedere Road, S. E. 1.
Pool's Advtg. Service, Ltd	180 Fleet Street, E. C. 4.
Postal Advtg. Co	58 New Bond Street, W. 1.
Potter, F. E., Ltd	Imperial House, Kingsway, W. C. 2.
Practical Publicity, Ltd	3 Duke Street, W. C. 2.
Pratt & Co. (Advertising), Ltd	51 Chancery Lane, W. C. 2.
Press & General Publicity Service	2 Stonscutter Street, E. C. 4.
Press Services, Ltd	29 Farringdon Street, E. C. 4.
Presbury, S., & Co	87 Charing Cross Road, W. C. 2.
Preston Publicity Co	112 High Holborn, W. C. 1.
Printers' Advertising Agency, Ltd	46 Bloomsbury Street, W. C. 1.
Productive Publicity Service	69 Fleet Street, E. C. 4.
Provincial Telephone Directory Co., Ltd	120 Victoria Street, S. W. 1.
Publicity, Ltd.	22 Gt. Tower Street, E. C. 3.
Publicity Specialists, Ltd	329 High Holborn, W. C. 1.

Q

Quinn, H. O	151 Fleet Street, E. C. 4.

R

Radclyffe's	65 Victoria Street, S. W. 1.
Radford, G., Advertising Agency, Ltd	10 Great Queen Street, W. C. 2.
Radio Advertising, Ltd	151 Queen Victoria Street, E. C. 4.
Radio International Publicity Services, Ltd	40 Beaumont Street, W. 1.
Railway, Tramway and Bus Advtg. Co	19 Broad Court, W. C. 2.
Rawkins, D.	60 Queen Victoria Street, E. C. 4.
Raymond Technical Publicity, Ltd	8 Clifford's Inn, E. C. 4.
Ray's Advtg. Agency, Ltd	19 Cecil Court, Charing Cross Road, W. C. 2.
Read Publicity Co., Ltd	Dog and Dick Yard, Princeton Street, W. C. 1.
Regent Advtg. Co., Ltd	28a Little Street, Andrew Street, W. C. 2.
Regent Advertising Service, Ltd	165 Moorgate, E. C. 2.
Reid, E. J., & Co., Ltd	35 Gordon Square, W. C. 1.
Reuters Ltd.	24 Old Jewry, E. C. 2.
Reynell & Son	44 Chancery Lane, W. C. 2.
Richter Advtg. Agency	156 Charing Cross Road, W. C. 2.
Ridgeway Press	Longway Road, S. W. 17.
Ritchie & Darling	11 Queen Victoria Street, E. C. 4.
Rigg, G. E	62 Oxford Street, W. 1.
R. G. C. Panels, Ltd	13 Brecknock Road, N. 7.
Rittenberg, Max	33 Henrietta Street, W. C. 2.
Roberts, E.	29 Colenso Road, Ilford.
Roberts, B. & Co., Ltd	1 Newport House, Gt. Newport Street, W. C. 2.
Robinson, W. E	47 Fleet Street, E. C. 4.
Roe, Thomas, and Co	26 Shaftesbury Avenue, W. C. 1.
Roebuck's Advtg. Service	38 Craven House, W. C. 2.
Rogers, L. V.	358 Strand, W. C. 2.
Rosselli, C. and Co	8 Henrietta Street, W. C. 2.
Rowley, C., Ltd	53 Avenue Chambers, Vernon Place, W. C. 1.
Ruddock, Noller, & Ruddock	3 Old Jewry, E. C. 2.
Russell, H. G. and Co	Albion House, New Oxford Street, W. C. 1.
Russell, Stanley and Co	Colonial House, S. E. 1.
Russell, T.	Clun House, Surrey Street, W. C. 2.

S

St. James's Advertising & Publishing Co., Ltd	108-112 St. Martin's Lane, W. C. 2.
St. Paul's Advtg. Service, Ltd	120 Moorgate, E. C. 2.
Samson Clark & Co., Ltd	57-61 Mortimer Street, W. 1.
S. A. S., Ltd	1 Gower Street, W. C. 1.
Savage, Major A. C	7-8 Norfolk Street, Strand, W. C. 2.
Savidge, S. L	54 Hitherfield Road, S. W. 16.
Saw, W. B	4 Craven House, W. C. 2.
Saward, Baker and Co., Ltd	27 Chancery Lane, W. C. 2.
Sawkin's Advtg. Service	20 Hanover Square, W. 1.
Scheff Publicity Organisation, Ltd	Astor House, Aldwych, W. C. 2.
Schroeder, E. and Co	1 Trump Street, E. C. 2.
Scott	19 Tamworth Road, Croydon.
Scott Advtg. Service, Ltd	Craven House, Kingsway, W. C. 2.
Scott, T. G., and Sons	63 Ludgate Hill, E. C. 4.
Scripps, C. F., and Co	13 South Molton Street, W. 1.
Scriven, Wilfred, Ltd	5 Clement's Inn, Strand, W. C. 2.
Search-Light Publicity Co	125 High Holborn, W. C. 1.
Sears, F. W	66 Chandos Street, W. C. 2.
Secretarial Co. & General Advtg. Agency, Ltd	177 Fleet Street, E. C. 4.
Sell, Charles	8 Red Lion Square, W. C. 1.
Sells, Ltd.	168 Fleet Street, E. C. 4.
Service Advertising Co., Ltd	2 Norfolk Street, W. C. 2.
Shaddock, J. P	Fitzalan House, Arundel Street, W. C. 2.
Sharland and Co	Eldon Street House, E. C. 2.
Shaw & Blake, Ltd	8 Bell Yard, Temple Bar, W. C. 2.
Shaw, Wardlaw & Co., Ltd	38 Grosvenor Place, S. W. 1.
Shelley, G. H	11 Crooked Lane, E. C. 4.
Simmons, M., and Co	30 Fleet Street, E. C. 4.
Siviter Smith, V. and Co., Ltd	Premier House, 15 Southampton Row, W. C. 1.
Skinner, Walter, Ltd	15 Dowgate Hill, E. C. 4.
Smartad Service Agency, Ltd	2 Ave Maria Lane, E. C. 4.
Smith Dalby-Welch, Ltd	Gresham House, Old Broad Street, E. C. 2.
Smith, Denne and Moore, Ltd	Southampton Row, W. C. 1.
Smith, G., & Co., Ltd	72 Fleet Street, E. C. 4.
Smith, James, Ltd	3-4 Lincoln's Inn Field, W. C. 2.
Smith, Sturgis & Moore, Inc	150 Southampton Row, W. C. 1.
Smith, W. H., & Son, Ltd	Strand House, Portugal Street, W. C. 2.
Smith, R. Frost and Co	66 Finsbury Pavement, E. C. 2.
Smith, Sydney W	52 Bedford Street, W. C. 2.
Smith, W. S	Leadenhall House, Leadenhall Street, E. C. 3.
Smith's Advtg. Agency	100 Fleet Street, E. C. 4.
Softlaw, W. R	62 Bank Chambers, High Holborn, W. C. 2.
South American Press, Ltd	101 Fleet Street, W. C. 2.
Solosigns, Ltd.	Gloucester House, 19 Charing Cross Rd., W. C. 2.
Southcombe, W. J	167 Strand, W. C. 2.
Spottiswoode, Dixon and Hunting, Ltd	Kingsway Hall, W. C. 2.
Squire, H., and Co	Stafford House, Norfolk Street, W. C. 2.
Steele's Ad. Service, Ltd	Norfolk House, W. C. 2.
Stephen's Advtg. Service, Ltd	1 New Court, Lincoln's Inn, W. C. 2.
Stephens, F. W., and Co	22-24 Scrutton Street, E. C. 2.
Spier's Service, Ltd	115 Fleet Street, E. C. 4.
Steamship Advtg., Ltd	31 High Holborn, W. C. 1.
Still, W., & Sons, Ltd	31 Charles Street, E. C. 1.
Stilwell & Co., Ltd	29a Charing Cross Road, W. C. 2.
Storey, Evans and Co., Ltd	Red Lion Square, W. C. 1.
Street, G., and Co., Ltd	6 Gracechurch Street, E. C. 3.
Stuart Advtg. Agency, Ltd	Kingsway House, W. C. 2.
Stronach, L. A., & Co. (India), Ltd	27 Chancery Lane, W. C. 2.
Summer-Molen Co.	8-9 Sherwood Street, W. 1.
Sykes, T. Dunill, Ltd	329 High Holborn, W. C. 1.

T

Tanner, A. E., and Co	93 Chancery Lane, W. C. 2.
Tavistock Advtg. Agency	11 Tavistock Square, W. C. 1.
Technical Advtg. Service, The	Fitzalan House, Arundel Street, W. C. 2.
Technical and General Advtg. Agency, Ltd	84 Queen Victoria Street, E. C. 4.
Thomas, G.	Tabley Road, N. 7.
Thomas Smith's Billposting, Ltd	61 Frith Street, W. 1.
Thompson, Ella F	Avenue Chas., Southampton Row, W. C. 1.
Thompson, J. Walter Co	Bush House, Aldwych, W. C. 2.
Thrower, S.	20 Imperial Buildings, Ludgate Circus, E. C. 4.
Tofts, T.	93 Chancery Lane, W. C. 2.
Trade Extension Co., Ltd	10 Lancaster Place, W. C. 2.
Travelling Electric Night Signs, Ltd	10 Essex Street, W. C. 2.
Tray-Ads, Ltd.	18 Charing Cross Road, W. C. 2.
Tremayne, A., Ltd	76 Old Street, E. C. 1.
Trenner, S., & Son	76 Gray's Inn Road, W. C. 1.
Tucker, W. R. G	88 Avenue Chas., Southampton Row, W. C. 1.
Turner, W.	53 Borough High Street, S. E. 1.
20th Century Publicity Service	28 Watling Street, E. C. 4.

(Continued on page 262)

HIGH-GRADE NEWSPAPER EQUIPMENT AT SUBSTANTIAL SAVINGS

24-page Scott Rotary Newspaper Press.
20-page Duplex Metropolitan Model Newspaper Press.
16-page Scott Class X Web Newspaper Press.
8-page Duplex Flat-Bed Perfecting Press, Angle Bar Type.

2-0 Miehle 4-roller 2 rev. Cylinder Press, bed size 43 x 56.
Style O.E.N. Whitlock 4-roller 2 rev. Cylinder Press, bed size 39 x 52.
41 x 52 Huber Hodgman 4-roller 2 rev. Cylinder Press.

3—Hamilton 46-drawer Type Cabinets with overhead working bank.
1—Hamilton 40-drawer Type Cabinet, Style 2255-A.
1—40 x 64 Hamilton Imposing Table with Labor Saving Furniture, Letter Boards, Sort Boxes and Galley Storage Space.
2—6 ft. Ad Assembling and Make-up Tables with 2" solid steel imposing surfaces and overhead banks, arranged below for galley storage, blank shelves, drawers, etc.
6—Hamilton 24-drawer Type Cabinets, flat top, with full size California Job Cases.
1—Hamilton 20-drawer and 1 Hamilton 25-drawer ⅔ size Type Cabinets.
1—Galley Cabinet for holding 92 slanting galleys, up to 6¼ x 23½.
2—Wooden Elevating Tables.
2—6 ft. Steel Ad. Dumps.

Also Casting Boxes, Proof Presses, Saws, Plate Shavers, Metal Furnaces, Linotypes and Monotypes, Job Presses, Drum Cylinder Presses, Paper Cutters, etc. Send for complete list.

THOMAS W. HALL CO.

575 Washington St.
New York

Melrose Avenue
Stamford, Conn.

ADVERTISING AGENCIES OF GREAT BRITAIN

(Continued from page 261)

U

Name	Address
United Advtg. Service, Ltd	27 Chancery Lane, W. C. 2.
United Kingdom Advtg. Co., Ltd	25 Shaftesbury Avenue, W. 2.

V

Van, Alex, & Co	31 Craven Street, W. C. 2.
Vernon, C., & Sons, Ltd	38 Holborn Viaduct, E. C. 1.
Vickers, J. W., and Co., Ltd	24 Austin Friars, E. C. 2.
Vickery, Kyrle, & Co., Ltd	310 Regent Street, W. 1.
Victoria Ad. Service	13 Victoria Street, S. W. 1.
Vincent & Worth	50 Whitcomb Street, W. C. 2.

W

Walgo Publicity Service	49a Hamfrith Road, Stratford, E. 15.
Walker, C. J.	24 Coleman Street, E. C. 2.
Walker, J. M., and Co. (Advtg., Ltd.)	Aldwych House, Aldwych, W. C. 2.
Waller, Publicity, Ltd	14 George Street, Hanover Square, W. 1.
Watkinson and Co.	115 High Holborn, W. C. 1.
Watts, Goddard, Ltd	3 Broadway, Ludgate Hill, E. C. 4.
Weedon, Thos.	1 Litchfield Street, W. C. 2.
Weiner, J., Ltd	128 Long Acre, W. C. 2.
West Central Advtg. Offices	6 Bloomsbury Street, W. C. 1.
West End Advtg. Agency, Ltd	195 Oxford Street, W. 1.
Westminster Advtg. Service, Ltd	Addison House, Bedford Street, W. C. 2.
White, R. F., and Son	33 Fleet Street, E. C. 4.
Whitehall Advtg. Service	32 Charing Cross, S. W. 1.
Wicks, G., and Co	296 Hachney Road, E. 2.
Wilcox, W. J., and Co	Locksley Street, E. 14.
Wildman, A. S	317 High Holborn, W. C. 1.
Wildon, L., and Co	63 Leathwaite Road, S. W. 11.
Wilkes Bros. & Greenwood, Ltd	26 Rushwood Street, S. E. 1.
Wilkes, Jeffrey, and Co., Ltd	29 Ludgate Hill, E. C. 4.
Williams, F. E., Publicity Service	13 Red Lion Square, W. C. 1.
Williams Publicity Co	45 Chancery Lane, W. C. 2.
Willing, James, Ltd	30 King Street, W. C. 2.
Willings (James Willing, Ltd.)	33 Knightsbridge, S. W. 1.
Willing and Co., Ltd	362-4 Gray's Inn Road, W. C. 1.
Willmore, J., and Co	1 Chiswell Street, W. 1.
Wills, Ltd.	Lincoln House, Holborn, W. C. 1.
Wilson, A. J., and Co., Ltd	154 Clerkenwell Road, E. C. 1.
Wilson, Wm., & Co	88 Upper Kennington Lane, S. E. 11.
Wilson, F.	101 Hatton Garden, E. C. 1.
Wilson, J. H	185 Fleet Street, E. C. 4.
Windsor Studios	53 Aldersgate Street, E. C. 1.
Window Display Co	57 Kingsway, W. C. 2.
Winsley Press Agency, Ltd	5 Winsley Street, W. 1.
Winter Thomas Co. (1926), Ltd	31 Gt. Queen Street, W. C. 2.
Wood & Penfold, Ltd	107 Bishopsgate, E. C. 2.
W. M. Publicity Service, Ltd	Caxton House, Tothill Street, S. W. 1.
Wood, S. A	New Oxford Street, W. C. 1.
Woodwright Publicity and Press Service, Ltd	150 New Bond Street, W. 1.
World Service, Ltd	3-7 New Street Square, E. C. 4.
World's Advtg. Co. (1911), Ltd	11 Old Jewry Chas., E. C. 2.
Wright, S. H., & Co	44 Bedford Row, W. C. 2.

Y

Younger Publicity Service, Ltd	128 Shaftesbury Avenue, W. 1.

AYLESBURY

Fraine, A. L., de, & Co., Ltd	5 Walton Street.

BATH

Moody, F., & Co	1 Somerset Street.

BIRCHINGTON, KENT

Lindo, R. H.	The Square.

BIRMINGHAM

Adcraft, Ltd.	Temple Chambers, Broad Street.
Argus Advertising Agency, Ltd	50 Summer Row.
Ashford, Charles	12 Lower Essex Street.
Bertram, G. N	Newspaper House, Corporation Street.
Blackmore's Agency	Victoria Buildings, Temple Row.
Butler & Co., Basil	46 Holloway Head.
Burt Bros. & Co	24 Spencer Street.
Carlyle Advertising Service	44 Constance Row, Edgbaston.
Clinton-Wall Publicity, Ltd	County Chambers, Corporation Street.
Cuthbertson, L. A	7 Waterloo Street.
Duggan Publicity Service	Corporation Street.
Davis, Basil & Co	244 Galton Road, Warley.
Earl, Charles E	95 New Street.
Forward Publicity Co	10 Temple Row.
General Advertising Service, Ltd	13 Lower Priory.
Glenallen, Ltd.	105 Colmore Row.
Grayston, T. Harold	Nelson Chambers, 52 High Street.
Heath, H., Ltd	Brigstock Road, Thornton Heath.
Holden & Co., A. N	Grosvenor Buildings, Steelhouse Lane.
Hughes, C.	35 Southam Road, Hall Green.
King Publicity Co., Ltd	22 Church Street.
Lisle, Charles E	9 Gt. Charles Street, Birmingham.
Midland Press Exchange, Ltd	58-59 Chamber of Commerce Buildings.
Mundy, Gilbert & Trotman	86 New Street.
Orst, A.	52 Leyton Road, Handworth.
Parker, Maurice G	Suffolk House, Suffolk Street.
Philips & Cheatle, Ltd	9 Edmund Street.
Ruston, R., & Co	58 Chamber of Commerce Buildings.
Scott, R. H	6 Livery Street.
Shaw, W. H	27 Bordesley Street.
Sheffields, Ltd.	Publicity House, Cornwall Street.
Siviter, Smith Service, Ltd	Siviter House, Ludgate Hill.
Smith, George J., & Co	20 Easy Row.
Smith, W. H., & Sons	34 Union Street.
Stavely, Wm., & Co	Ludgate Hill Corner.
Stevens, P. J	23 Orchard Road, Erdington.
Turner, Percy W., & Co., Ltd	27 Summer Row.
Thompson, A. W	15 Summer Row.
Toon, S. D., & Heath, Ltd	8 Holborn Chambers, Broad Street Corner.
Trout, Lawson E	12 Bull Street.
Taylor, Ltd., H. Cecil	15 Grosvenor Buildings, Steelhouse Lane.
Wall, F. W	Warwick Chambers, Corporation Street.
Westwood, George H	32 Newton Road.

BOSTON

Goddards Advertising Agency	8 Emery Lane.

BLACKPOOL

Holt Service	20 Coronation Street.
Horsfall Advertising Co	4 Queen Street.
Langford & Co	Langford House, Caunce Street.
Sharples, Thomas	Britannia Place, South Shore.

BOLTON

Name	Address
G. W. Advertising Service	Publicity House, 29a Newport Street.
Robey, John F., Advertising Service	Loxham Street, Great Lever.
Wood, F. A	127 St. George's Road.

BRADFORD

Anderson's Advertising Agency	Bank Chambers, Town Hall Square.
Dean, Melton, & Co., Ltd	16 Sunbridge Road.
Goldsbrough, A., Ltd	27 Charles Street.
Hardy Marshall Service, Ltd	Chariot Ho., Thurnscoe Rd., Manningham Lane.
Hearth, C., Ltd	12 Market Street.
Richardson Service, Thorpe	55 Godwin Street, Bradford.
Williams Advertising Offices	29 Kirkgate.

BRIGHTON

Clayton & Co	94 Queens Road.
Higgins, Cecil C., Service	7 St. Michaels Place.
Kelly's Advertising Offices, Ltd	14 New Street.
Mackay & Son	40 Ship Street.
Patmers Advertising Agency	20 Middle Street.
Rice, F. A. B	8-11 Pavilion Buildings.
West Hove Advertising Bureau	12 Boundary Road, West Hove.

BRISTOL

Automatic Co. (Bristol), Ltd	34 Marsh Street.
Billing, Jarret Read & Co., Ltd	22 Colston Street.
Blackford & Co	29 Queens Square.
Gordon Service	12 Colston Street.
Lewis, E. L	23 Waverly Road, Redland.
Mountstevens' (F. H.) Advertising Service	1 Bristol Chas. St. Nicholos Street.
Partridge & Love, Ltd	Broadmead.
Pearce, Walter & Co	30 Broadmead Street.
Progressive Bill Posting Co	9 St. James' Barton.
Pole, Albert, & Son, Ltd	Bristol.
Wallace, A. N	6 Unity Street, College Green.
Warne, Fred K. G., & Son	30 Baldwin Street.
Warne, Fugsley & Warne	30 Baldwin Street.
Western Sales Promotion Agency, Ltd	53 Queen Road, Clifton.

BUCKIE

Simmath Advertising Agency	Cluny Harbour.

BUSHEY, Watford

Bournehall Press, The	Bournehall Road.

BURY

Thickett Advertising Service	9 Fleet Street.

CARDIFF

Appleby, H. M., Ltd	43 Penarth Road.
Kernick & Sons	16 Moira Terrace.
Mason, Frank, & Co., Ltd	1-2 Royal Chambers, Park Place, Cardifl.
Premier Advertising Service	67 Queen Street.
Roberts, W. Edw	High Street Arcade Chambers, High Street.
Sanders, Austin, & Co., Ltd	50 Charles Street.
South Wales Agency	1 Plymouth Street.
Sky Signs, Ltd	31 Mount Stuart Square

CARLISLE

Ashton, Ridley	2 King's Arms Lane, English Street.

CHATHAM

Mackay Agency	Fair Row.

CHELTENHAM

Cleeve Advertising Agency	23 Fromenade Villas.

COLCHESTER

Askew & Sons	The Bungalow, Backerne Hill.
Jefferies Advertising Service, The	

COVENTRY

Cogent Advertising Service, Ltd	37 Cow Lane.
Mills & Mills, Ltd	32 Earl Street.
Peters, J. Heritage Service, Ltd	Midland Bank Chambers.
Reeves, Edward	Berkswell House, Berkswell.
St. Elmo, Ltd	(St. Elmo Studios) 7 Warwick Row.

DARLINGTON

Ridley, H. B., Tyne to Tees Pub. Service	Grange Road.
Walker, E. D	Central Buildings.

DERBY

Ball, J.	Derwent Chambers, Market Place.

DOUGLAS, I. o. M.

Blair, E. A	Bath Place, Douglas.

EASTBOURNE

Eastbourne Dist. Billposting & Adv. Co., Ltd	7 Susan Street.

EPSOM SURREY

Bradleys, Ltd.	High Street.

FALMOUTH

Edward Capern	

GLOUCESTER

Thomas, W. George, Advertising Service	15 Worcester Street.

GRAVESEND

Southern Publicity Co	32 Harmer Street.

GREAT YARMOUTH

Eastern Counties Advertising Co	79 Salisbury Road.

GRIMSBY

Jackson, W. H., & Co	318 Victoria Street.
Spence, Tom	143 Cleethorpe Road.

HASTINGS

Sewell Publicity Service	

HALIFAX

Bake, A., & Co	3 Central Street.
Chapman, L. A. & A	Fountain Chambers.
Carr, J. Thomas, Advertising Service	37 Horton Street.
Mulroy & Co	Cornmarket.
Newsome & Co	Horton Chambers, 16 Horton Street.
Tower Publicity	Palatme Chambers, Market Street.
Whitehall Press & Publicity Agents	Whitehall Buildings, Russell Street.

(Continued on page 264)

Member A. B. C. Member A. B. P.

"Two Per Cent Of Your National Revenue?"

Fixing an advertising appropriation is a novel experience for some publishers.

They have much experience in selling advertising—sometimes only a little experience in buying advertising.

Yet no one should be more eager to buy it than those who sell it.

One newspaper publisher says: "I take two per cent of my revenue from national advertising and invest it in advertising to increase my future national advertising."

In other words, he takes two cents out of every dollar received from national advertisers and uses that two cents to build up greater "acceptance" of his medium among advertisers and agencies.

And he concentrates his promotional advertising in EDITOR & PUBLISHER and THE FOURTH ESTATE because thereby he reaches those advertisers which invest 95.5% of the known national newspaper appropriations . . . . because, also, he likes our LARGE page and our "newspapers only" policy.

TWO PER CENT may be too large or too small an advertising appropriation for your newspaper.

But a definite and fixed appropriation is an idea which will appeal to every far-sighted, ambitious publisher.

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THE FOURTH ESTATE

1700 Times Building, Times Square, New York City

Five Telephones: Bryant 3052-3053-3054-3055-3056

ADVERTISING AGENCIES OF GREAT BRITAIN

(Continued from page 262)

HEMEL HEMPSTEAD, HERTS.

Name	Address
Needham, Martin, & Co.	3 Alexandra Road.

HEREFORD

Wilson, Leonard, Advertising Agency	The Gate House.

HOLYWELL

Hamilton, F. C.	Holway Road.

HUDDERSFIELD

Courtman Stock Service	6 Market Place.
Scientific Publicity	Observer Chambers.

HULL

Goddard, Walker & Brown	Silver Street.
Harvey's Ad. Service	Bank Chas., Scale Lane.
Hull & Grimsby Billposting & Advertising Co.	Bowlalley Lane.
Morison's Advertising Agency, Ltd.	74 Lowgate.
Newham, H. E. C.	13 Bishop Lane.
Paragon Publicity Co., Ltd.	Myton Chambers, Myton Street.
Youngson, F., & Co.	165 Albert Avenue.

KINGSTON-ON-THAMES

Phillipson's Press (Advtg.), Ltd.	1 St. James's Road.

LANCASTER

Lancaster & Dist. Billposting & Adv. Co., Ltd.	62 Market Street.
Rossendale Free Press	25 Haslingden Road, Rawtenstall Lanes.

LEEDS

Atlas Advertising Assn.	132 Albion Street.
Artistic Publicity Co., Ltd.	1 Cookridge Street.
Bevan, Collingwood & Co.	Bond Street.
Bateson, R.	2 Pasture Grove, Chapel Allerton.
Clayton, J. R.	19 Grange Terrace.
Collinson's Agency	6 Upperhead Row.
Courtman Stock Agency, Ltd.	99 Albion Street.
Hemingway, H. B.	Cookridge Chas., Cookridge Street.
Heslock Agency	Stansfield Chambers, Great George Street.
Hodgson, F.	Angel Buildings, Briggate.
Leeds Advertising Co., Ltd.	38 Park Row.
Leeds Advertising Agency	Standard Buildings, City Square.
Lord, Tudor, & Co.	13 Greek Street.
Moarland Pharmacy Service	Rawdon, near Leeds.
Roberts, R., & Co., Ltd.	41 Camp Road.
Robinson, John	38 Park Row.
Sheldon's Advertising Agency, Ltd.	Queen Street.
Short & Senior, Ltd.	20 Corn Exchange.
Stirling, A. F.	3 Lumley Place, Burley Hill.
Storey, Evans, & Co., Ltd.	Larkfield, Rawdon.
Whitehall Advertising Agency	16 Whitehall Road.
Wood's Advertising Agency	Harriett Street.
Woodhouse & Sons	14 Vernon Street.

LEICESTER

Bree Advertising	10 Market Street.
Co-Operative Productive Federation, Ltd.	Alliance Chambers, Horsefair Street.
Gayton, F.	4 Market Street.
Kempston, A. E.	1a Halford Place.
Langton's Agency	11 Welford Place.
Mann, E. W.	2 Westfield Road.
Midland Advertising Co., Ltd.	16 New Street.
Montgomery Service	Atlas Chambers, Greyfriars.
Oldershaw & Son	Granby House.
Staynes Ad-Specialists	41 Belvoir Street.
Tickets & Co.	18a Belvoir Street.
Wilkes, Lavis & Co.	Corporation Buildings, Horsefair Street.

LETCHWORTH

Fletcher, A. B. W.	Midland Bank Chambers.

LINCOLN

Burcombe, W. G.	3 Exchange Arcade.

LIVERPOOL

Allen David & Sons, Billposting, Ltd.	19 Islington.
Arthur Advertising Service, James	38 Church Street.
Ayrshire Publicity Co., Ltd.	62 Dale Street.
Bennington, E., & Sons	35 South Castle Street.
Birchall, C., Ltd.	17 James Street.
Blakeborough Publicity Co., Ltd.	Cooper's Buildings.
Clark, J. M.	9 Union Court, Castle Street.
Courtney, S. W., Ltd.	64 South Castle Street.
Douglass, A. C., & Co.	710 Royal Liver Buildings.
Edwards (Thompson), Ltd.	46 Hanover Street.
Forbes, Keir & Bullen, Ltd.	105 Bold Street.
Forwood Service Co.	101 Dale Street.
Furness, J. & Co., Ltd.	62 Dale Street.
Guy's Publicity Co.	14 Water Street.
Haill, J. R., & Son	30 Woodchurch Road, Prenton, Birkenhead.
Herbert, Charles, & Co.	37 South Castle Street.
Heywood-Court Service	80 Seel Street.
Holland, Geoffrey, & Sons, Ltd.	Wellington Bldgs., The Strand
Hough's (Liverpool), Ltd.	Hopwood Buildings, South Castle Street.
Imperial Press Agency	171 Islington.
Jackson, Ltd., R. A.	1 Princess Street.
Kitchen, William, Service	3 Cable Street.
Keir (Forbes) & Bullen, Ltd.	Central Buildings, Renshaw Street.
Lawrence, T. B., Ltd.	49 South Castle Street.
Lee & Nightingale	15 North John Street.
Littlebury Bros.	3 Crosshall Street.
Liverpool Advertising Co., Ltd.	44 Cable Street.
Liverpool Exchange Press	12 Tithebarn Street.
Liverpool Press	7 Elliot Street.
MacDowall, J.	35 Dale Street.
Maiden-Ostick, Ltd.	62 Dale Street.
Meredith, Mark	67 Dale Street.
Mersey Agency	12 Union Street.
Mills & Knight	34 Moorfields.
Newton, Griffiths & Co.	607 Tower Buildings.
Newton & Co.	607 Tower Buildings, Water Street.
Pax Press Agency, Ltd.	62 Dale Street.
Peacock Service, S. C.	62 Dale Street.
Pearce, Ltd., T.	36 Cable Street.
Press Services, Ltd.	Ocean Chambers, 14 North John Street.
Publishers & Advertisers, Ltd.	63 Tithebarn Street.
P. P. Press	King Edward Street.
Randall's Agency	19 Whitechapel.
Rimmer's Agency	Hope Chambers, Dale Street.

LIVERPOOL—(Continued)

Name	Address
Smith, George J., & Co.	61 Lord Street.
Turner, J., & Co.	62 Dale Street.
United Agencies	48 State Ins. Buildings, 14 Dale Street.
Vernon, C., & Sons, Ltd.	56 South Castle Street.

LINCOLN

Lincoln Publicity, Ltd.	5 Bank Street.

LOUGHBOROUGH

Atkinson's Service	81 Queen Road.

LOWESTOFT

Phillip's Ad Service	South View, Wellington Road.

MALVERN

Conacher, C. L.	Rose Bank.

MANCHESTER

Ashburner's, Ltd.	Waterloo Buildings, 10 Piccadilly.
Ayrshire Publicity Co.	31 Market Street.
Baird & Dawson	Old Colony House, South King Street
Beviere, Butler & Co.	89 Oxford Street.
Bewley Publicity, Ltd.	St. John's Street, Chambers, Deansgate.
Brandon's Agency	1 Park Place, Higher Broughton.
Browne, T. B., Ltd.	52 Cross Street.
Carmichaels	24 Market Place.
Clarke, Cyril H., & Co.	32-34 Kennedy Street.
Clayton Advertising Agency, The J. K.	Parsonage Chambers.
Clery & Smalley	5 Cathedral Yard.
Collins, J., & Co., Ltd.	4 Southgate, King Street West.
Commercial Advertising Service, Ltd.	North Parade.
Co-operative Press Agency	118 Corporation Street.
Coulter, Walker & Lobb	94 Market Street.
Cowley & Co., Ltd.	19 Westwood Street, Moss Side.
Cross-Courtney, Ltd.	St. James' House, Brazenose Street.
Eastwood Publishing Co.	1 New Wakefield Street.
Emsley, J. H.	17 Broady Street, Stretford.
Farmer, Courtney D.	Haughmond, Brantingham Road, Alexandra Park.
Gibson, Steel & Co., Ltd.	5 Cathedral Yard.
Greaves, Ltd., Herbert	92 Market Street.
Hazell & Co. (Publicity), Ltd.	23 King Street West.
Heaton Advertising Agency	43 Market Street.
Heywood, John, Ltd.	121 Beansgate.
Heywood-Court Ad. Service	25 Cross Street.
Hobson, C. W.	3 St. James Square.
Hulme, Walter J.	9 Oxford Street.
Jackson, R. H., Ltd.	1 Princess Street.
Kirwan, M. B., Ltd.	16 Ackers Street, Charlton-on-Medlock.
Kershaw, Thomas, Ltd.	36 Fairfield Street.
Litho Art Co.	33 Piccadilly.
Manchester Billposting Co., Ltd.	36 Peter Street.
Marks, Ernest	94 Store Street, London Road.
Meldrum, Thomas S.	68 Imperial Buildings, Oxford Road.
Milnes Publicity, Ltd.	27 King Street.
Newby Shepherd Advertising Service	County Buildings, Cannon Street.
Newnes, George, Ltd.	Manchester.
Osborne-Peacock Co., Ltd.	11 Piccadilly.
Penwarden & Co., Ltd.	71 Market Street.
Pool's Advertising Service, Ltd.	1 Princess Street, Albert Square.
Pratt & Co., Ltd.	57 Market Street.
Roe, F. John	15 Cross Street.
Service Publicity	100 Rusholm Road.
Steel (Gibson) & Co., Ltd.	5 Cathedral Yard.
Stone, A. J., & Co.	343 Eccles New Road.
Universal Advertising Co., Ltd.	2 John Dalton Street.
Varney, John, & Co.	418 Chester Road.
White, E. C.	24 Longstone Buildings, Cannon Street.
Wheeler's Advertising Agency	4 Pall Mall, Market Street.
Whittick, William J.	9 Albert Square.
White, E. G., Service, Ltd.	21 Cannon Street.

MIDDLESBOROUGH

Apex Publicity Service	110 Grange Road West.
Kidd, Ernest W.	Maritime Buildings.

NANTWICH

Henry Tompkinson Agency	Bank Chambers.

NEWCASTLE-ON-TYNE

Atracte Ad. Service	26 Northumberland Street.
Clarendon Publicity Service, Ltd.	71 Pilgrim Street.
Driffield's Agency	70 Pilgrim Street.
Goodwins Publicity Service	14 Grove Street.
Horn, Medhurst Service	Market Chambers, 33 Groat Market.
North of England's Agency	148 Westgate Road.
Osborne Studios (J. Murray)	9 Larkspur Terrace.
Pavement Publicity, Ltd.	1 Nicholas Buildings.
Publicity Service Agency	Malcolm Buildings, Carlotte Square.
Redhead & Co., C. H. D.	18 Eldon Square.
Reid, Andrew, & Co., Ltd.	Printing Court Buildings.
Studio Carre	Central Buildings, 9 Bigg Market.
Tully's, Ltd.	11 Brunswick Place.

NEWPORT

De Rees Poster Service Co., Ltd.	21 Bridge Street.

NOTTINGHAM

Andrew's Service	Wheeler Gate Chambers.
Boswell Studios, Ltd.	Park Row.
Commercial Agency	7 Low Pavement.

NORTHWICH

Elise Barker Advertising Service	

OXFORD

Oxford Advertising Agency	Marlborough Chambers.

PETERBOROUGH

Scott, R. R., & Co.	Orton, Waterville.

PETERSFIELD, Hants.

A. W. Childs	High Street.

PLYMOUTH

Butchers' Advertising Agency	13 Frankfort Street.
Lidstone Billing Co., Ltd.	7 The Octagon.
Underhill (Plymouth), Ltd.	14 Frankfort Street.

PORTSMOUTH

Portsmouth & Dist. Billposting & Adv. Co., Ltd.	74 Arundel Street.

PRESTON

Lindley, Ltd., John	Winckley Square.

(Continued on page 265)

ADVERTISING AGENCIES OF GREAT BRITAIN

(Continued from page 264)

RAMSGATE

Name	Address
Thanet Publicity Service, Huddlestone, J. T.	17 Chapel Place.

READING

Grantham, A. H., & Co.	Valpy Street.
Turner, A. Hermon	King Street.

REDHILL

Redhill, Reigate & Dist. Billposting Co., Ltd.	76 Brighton Road.

RUGBY

Jolly & Barber, Ltd.	26 Lawford Road.

SHEFFIELD

Bushy, Alfred	139 Blair Athol Road.
Black, Arthur A., Ltd.	6 Bank Street.
Expert Advertising Co., Ltd.	24 Norfolk Row.
Kellett, F., Ltd.	25 Wellington Street.
Steel, J.	225 Ellesmere Road.

SLOUGH

Groves, F. R., Advertising Agency	

SOUTHEND-ON-SEA

Covill, H., Ltd.	25 London Road.

SOUTHAMPTON

Douglass, The Eddy, Advertising Service	10C Belmont Road.

STOKE-ON-TRENT

Smedley Service	19 Glebe Buildings.

SAWBRIDGEWORTH, Herts

Allen's Advertising Agency	

SOUTHPORT

Briggs & Grimshaw, Ltd.	7 Nelson Street.

SOUTHSEA

Central Advertising Agency	30 King's Road.

SOUTH SHIELDS

Crabbe, J. B., Advertising Agency	8 King Street.

STOCKPORT

Counties Advertising Co.	Prudential Buildings, St. Petersgate.
General Advertising Co.	Central Buildings.
Ridgway's Service	Commercial Buildings, Lower Hillgate.
Simpson, W. C.	Brookfield, Bo., Brookfield, Bredbury.

SUNDERLAND

North East Publicity Co.	5 Frederick Street.
Rutter, R. L., Ltd.	15 Bridge Street.

SWANSEA

Bart Cronin Advertising Agency	
Swansea United Bill Posting Co.	20 Calvert Street.

TAUNTON

Clarke, C. G.	145 Greenway Road.

TIVERTON, Devon

Gregory & Son	Tiverton.

TIPTON, Staffs

Mercantile Publicity (Props. Mercantile Contracts, Ltd.)	Sedgley Road, W.

TRURO

Blackford, Oscar	Royal Printeries.

WARRINGTON

Light, Ernest, & Co.	Horsemarket Chambers.

WAKEFIELD

Wakefield Advertising Agency	11 Wood Street.

WEST BROMWICH

Ellison, H. N.	5 Bull Street.

WEST HARTLEPOOL

Ilderton, W., & Sons	119 Scarboro' Street.

WESTON-SUPER-MARE

Flook & Sons	Paragon Road.

WESTCLIFF-ON-SEA

Mewburn, Arthur	30 Fleetwood Avenue.

WOLVERHAMPTON

Booth, Griffin & Co., Ltd.	12-16 Queen's Arcade Chambers.
Hughes (Florence) Advertising Agency	King's Chambers, King Street.

YORK

Pottage, T. W., & Son, Ltd.	4 Castlegate.
Williamson's Advertising Agency	37 Market Street.

DOUGLAS—Isle of Man

Gone, G. N., & Son	7 Castle Street.

CHANNEL ISLANDS

Guernsey Press Co., Ltd.	Smith Street, Guernsey.
Sheridan's Publicity Service	21 Broad Street, Jersey.

IRELAND

BELFAST

Name	Address
Allen, David, & Sons, Billposting, Ltd.	22 William Street, South.
Eason & Son, Ltd.	17 Donegall Street.
Irene Advertising Service	48 Upper Queen Street.
McCaw, Stevenson & Orr, Ltd.	Linenhall Works.
Stewart, Geo. A., & Co.	Ulster, Chas., 58 Waring Street.
Travers & Co.	10 Arthur Street.
Universal Light Publicity Co.	94 Royal Avenue.
Wensley, J. A.	8 North Street.

CORK

News Bros., Ltd.	20 Bowling Green Street.

DUBLIN

Arrow Publicity Service	Farliament Street.
Eason & Son, Ltd.	40 Sackville Street.
Kenney's Advertising Agency	65 Middle Abbey Street.
Lynch's Service	D'Olier Chambers.
Milne, C., & Co.	10 South Frederick Street.
McConnell Advertising Service	10 St. Brunswick Street.
O'Keefe's Advertising Agency	D'Olier Street.
Parker, John H., & Co.	51 Dawson Street.
Wheeler Co., Ltd.	45 Dawson Street.
Wilson, Hartnell & Co.	Commercial Buildings.

SCOTLAND

AYR

Ayrshire Publicity Co.	2-4 Alloway Street.
Browning, Jn., & Co., Ltd.	59 Dalblair Road.
McMurray, Thomas	"Davaar," Ayrshire.
West of Scotland Billposting & Adv. Co., Ltd.	100 High Street.

DUNDEE

Campbell Son & Co.	10 Reform Street.
Kirkaldy, Kenneth S., & C., Ltd.	39 Dock Street.
Wilson Advertising Co.	10 Reform Street.

DUNFERMLINE

Paterson Bros.	10 Bridge Street.

EDINBURGH

Aitken Service, Ltd.	20 George Street.
Brown, R. P.	Blackford Glen Road.
Commercial Advertising Agency	11 Stafford Street.
Dorland Agency, Ltd.	2 George Street.
Keith & Co.	6 Castle Street.
Maclean Advertising Agency	8 Rutland Square.
McCallum & Co., J. G.	100 Princess Street.
Menzies, John, & Co., Ltd.	Hanover Buildings, Rose Street.
McQueen, Charles	4 Melville Crescent.
Northern Advertising Agency	105 Hanover Street.
Robertson & Scott	73 Hanover Street.
Still Service	71 George Street.
Simons, Fred L.	3 Frederick Street.
Slaughter & Company	2 St. Andrew Street.
Stanley Agency	7a Hope Street.
Watson, A. Campbell	2 George Street.

GLASGOW

Alexander (Gordon) & Co.	179 Howard Street.
Alldritt, E. A.	101 St. Vincent Street.
Arthur's Advertising Agency	8 Blythswood Square.
Brown, R. G.	166 Buchanan Street.
Browne, T. B., Ltd.	65 Bath Street.
Browne, T. B. B., Ltd.	136 Wellington Street.
Cosmos Studios	65 Bath Street.
Cowan Advertising Service	25 Wellington Street.
Cuthbertson, D. C., & Co., Ltd.	196 Bath Street.
Dalziel & Young	116 Hope St.
Duke, J. Stirling	39 Hope Street.
Freer, Walter, & Son, Ltd.	206 Sauchiehall Street.
Fry, J. W.	Publicity House, Camphill Avenue, Langside.
Globe Advertising Company, Ltd.	170 Hope Street.
Glasgow Advertising Co.	311 Hope Street.
Hodgson, Frank	59 St. Vincent Street.
Howat Advertising Service, Ltd.	111 Hope Street.
Kempsell's Advertising Service, Ltd.	163 Hope Street.
Lambert, F.	166 Buchanan Street.
London Press Exchange and St. James's Advertising & Publishing Co., Ltd.	136 Buchanan Street.
Macduff & Co.	49 Cadogan Street.
May's & Westminster Advtg. Service, Ltd.	55 West Regent Street.
Macduff & Co., Ltd.	Railway Adtg. Contractors, 21 Bothwell Street.
Macmillan Publicity, Ltd.	29 Waterloo Street.
Macrae, Paul	93 Hope Street.
McLean, Jr., & Co.	7 Royal Bank Place.
McMurtrie, Ltd.	11 Bothwell Street.
McPhail Ad. Service	82 Gordon Street.
Menzie, John, & Co., Ltd.	90-94 West Nile Street.
Menzie, Peter A.	54 Gordon Street.
Mills, C. H.	53 Waterloo Street.
Mitchell's Advertising Agency	68 Gordon St.
Munro, Henry, Ltd.	82 Mitchell Street.
Neill Gordon	5 West Regent Street.
Newnes, George, Ltd.	Glasgow.
North British Co., Ltd.	87 Union Street.
North British Advertising Co.	4 North Court, Royal Exchange.
Osborne Peacock Company, Ltd.	82 Gordon Street.
Porteous, Wm., & Co.	9 South Exchange Place.
Rex Publicity Service	95 Renfield Street.
Robertson's Agency	19 Buccleuch Street.
Robertson & Smith	82 Union Street.
St. James Advertising & Publishing Co., Ltd.	136 Buchanan Street.
Scrimgeour, John	13 St. Vincent Place.
Sharp, A. F., & Co.	14 Royal Exchange Square.
Shaw, John	156 St. Vincent Street.
Simpson & Gemmell	164 Howard Street.
Somerville & Milne	65 Bath Street.
Spiers, James B.	180 West Regent Street.
Stewart, Rt.	101 St. Vincent Street.
Systematic Advertising Specialists, Ltd.	166 Buchanan Street.
Thorne Advertising Service	144 St. Vincent Street.
Topical Advertising Service	128 Hope Street.
Transport & General Advertising Co., Ltd.	40 West Nile Street.
Universal Advertising Agency	212 St. Vincent Street.
Vernon, C., & Sons, Ltd.	31 St. Vincent Street.
Watson, C. P.	87 Union Street.
Wilson Advertising Co., Ltd.	83 Jamaica Street.

PERTH

Young, J., & Son	66 Watergate.

STORNOWAY

Poytress & Co.	32 James Street.

BRITISH ADVERTISING ASSOCIATIONS

THE ADVERTISING ASSOCIATION (District 14 of the I. A. A.) is a Company Limited by guarantee and incorporated under the license of His Majesty's Board of Trade as a non-commercial body for the purpose of safeguarding and subserving the common interests of the Arts, Crafts, Trades and Professions in Great Britain and Ireland engaged in advertising. The Advertising Association enjoys the active support of all the great newspapers, publicity Clubs, advertising agents, and such organizations as the Federation of Master Printers, the British Poster Advertising Association, the Incorporated Society of British Advertisers, the Incorporated Sales Managers Association; in all, 35 organized bodies, of whose work advertising forms an important factor. President, Rt. Hon. Chas. A. McCurdy, P.C., K.C., Lamb Building, The Temple, London, E.C.4.; Vice-presidents: Lt. Col. E. F. Lawson, D.S.O., M.C. (The Daily Telegraph), 135, Fleet Street, London, E.C.4; C. Harold Vernon, 38, Holborn Viaduct, London, E.C.1.; Hon. Treasurer, T. B. Lawrence, 1, Arundel Street, Strand, London, W.C.2.; Hon. Secretary, Stuart A. Hirst (C. E. Fulford, Ltd.), 15, Carlton Hill, Leeds; General Secretary, G. Russell Chapman; Headquarters: 57, Fleet Street, London, E.C.4.

BRITISH ADVERTISING ASSOCIATION INSTITUTE OF INCORPORATED PRACTITIONERS IN ADVERTISING, 3-4 Clement's Inn, London, W.C. 2. The Institute was registered in April, 1927, to take over and extend the activities of the Association of British Advertising Agents (Incorporated) and includes within its Membership almost all the leading Advertising Agencies in Great Britain and Ireland. It has four classes of Members—Incorporated Practitioners in Advertising, Registered Practitioners in Advertising, Fellows and Associates. The main objects of the Institute are to encourage persons of good education and ability to adopt the profession of Practitioners in Advertising; to test by examinations and otherwise the qualifications of those desiring to enter the profession and to lay down and enforce observance by its Members of professional standards of conduct; to encourage the association of Practitioners in Advertising in Companies and Firms, thereby securing the establishment of organizations with the specialized knowledge and experience essential for the giving of the best service; to collect and publish net sales statistics for the use of its Members and their clients; to safeguard and advance the interests of its members and promote their general efficiency; to establish a better understanding and appreciation on the part of the business world of the usefulness and scope of advertising and to obtain further recognition of the importance as a matter of national concern of the art and practice of advertising. Officers and Council 1927-8: President, Philip de G. Benson, C.B.E. (S. H. Benson, Ltd.); Vice-President, R. J. Sykes (The London Press Exchange, Ltd.); Hon. Treasurer, Lionel Jackson (G. Street & Co., Ltd.); Hon. Secretary, R. Winter Thomas (The Winter Thomas Co. (1926), Ltd.); Council: E. M. I. Buxton (Paul E. Derrick Advt. Agency, Ltd.); W. H. Carr (Mather & Crowther, Ltd.); G. A. Castle (T. B. Browne, Ltd.); J. Coote (Smiths' Advtg. Agency, Ltd.); Eric Field, M.B.E. (Erwoods, Ltd.); E. H. Godbold (Godbolds Limited); A. J. Greenly (Greenly's Ltd.); Leslie Harwood (St. James's Advtg. & Publishing Co., Ltd.); H. G. Saward (Saward, Baker & Co., Ltd.); J. Strong (C. Mitchell & Co., Ltd.); C. Harold Vernon (C. Vernon & Sons, Ltd.); Secretary—C. Anstice Brown.

WOMEN'S ADVERTISING CLUB OF LONDON, Secretary, Mrs. Wood, C.B.E., Messrs. Samson Clark & Company, Limited, 57, Mortimer Street, London, W. 8. (A.A.C.W.)

ADVERTISING CLUB OF HULL, President, Robert R. Hedley; Vice-president, F. W. Owbridge; Hon. Secretary, Jos. W. Rowbottom, 4, Desmond Avenue, Beverley High Road, Hull; Hon. Treasurer, A. E. Craft, 30, Fountain Road, Hull; Hon. Solicitor, F. Eustace, 4, Parliament Street, Hull. (A.A.C.W.)

THIRTY CLUB OF LONDON, Honorary Secretary, H. G. Saward, 27, Chancery Lane, London, W. C. 2. (A.A.C.W.)

ADVERTISING CLUB OF NEWCASTLE-UPON-TYNE AND DISTRICT, Market Street, Newcastle. President, Lieut.-Colonel H. C. Millican, O.B.E., T.D., Deputy President, Lorne C. Robson; Hon. Secretary, W. G. Tully, Newcastle Chronicle Office, Westgate Road, Newcastle; Hon. Treasurer, T. Beevers, National Provincial Bank, Mosley Street, Newcastle. (A.A.C.W.)

THE PUBLICITY CLUB OF OXFORD. An independent organization of men and women connected with or interested in the development of advertising. President, David A. Donaldson, Chairman, Frank Blackler, Hon. Treasurer, George Smith, Hon. Secretary, Harold Cooper, 55, St. Thomas Street, Oxford. (A.A.C.W.)

AMERICAN CHAMBER OF COMMERCE IN LONDON, INC. Aldwych House, Aldwych, London, W. C. 2. Objects: To further and develop Anglo-American trade in every way possible, with special reference to the specific business interests of its members. Officers: F. E. Powell, President, Anglo-American Oil Co., Ltd.; Paul E. Derrick, 1st Vice-President, Paul E. Derrick Advertising Agency, Ltd.; G. K. Weeks, 2nd Vice-President, National City Bank of New York; Robt. Grant, Jr., Hon. Treasurer, Higginson & Co.; H. S. Goldey; Hon. Secretary, Guaranty Trust Company of New York. Directors: H. H. Brownlee, British-American Laundry Machinery Co., Ltd.; Frederick Carroll, Corn Products, Ltd.; G. M. Cassatt, William Gourlay, American Express Co., Inc.; E. B. Lane, The Merkham Trading Co., Ltd.; E. E. Ling, Insull Son & Co., Ltd.; Walter Mangum, Remington Cash Register Sales Co., Ltd.; Chadwick H. Moore, Moore's Modern Methods, Ltd.; George A. Mower, Sturtevant Engineering Co., Ltd.; A. B. Richardson, Chesebrough Manfg. Co., Cons.; Lewis P. Sheldon, Blair & Co., Inc.; J. V. A. Shields, Columbia Graphophone Co., Ltd.; Henry King Smith, Farmers' Loan & Trust Co.; Lawrence L. Tweedy, Bernhard, Scholle & Co., Ltd.; Joseph H. Willson, J. H. Willson, Ltd.; T. J. Zimmerman, A. W. Shaw & Co., Ltd.; H. R. Amory, Secretary.

INCORPORATED SOCIETY OF BRITISH ADVERTISERS, LTD., Aldwych House, Aldwych, London, W. C. 2. Objects: To protect and promote the common interests of buyers of publicity; to secure and authenticate facts regarding circulations and advertising values; to watch all developments affecting advertisers (legislative, economical, etc.), and support or resist them by the organized co-operation of advertisers. To provide data and statistics concerning advertising trade and conditions and generally fulfil the functions of the authoritative trade society of the British National Advertisers. General Secretary (London), Alfred H. Angus, B.Sc., F.R.G.S. Membership subject to election by Executive Committee. Open to all who buy but do not sell space, materials or service. Subscriptions grading from £2 2s. to £21 a year, according to advertising outlays. Meetings held in London once a month, with occasional special meetings in other centres as circumstances require. Members include some 300 of the leading national advertisers. Several of the larger business organizations are affiliated. The Society's headquarters are equipped with probably the most comprehensive system of classified information to be found in Great Britain. Bi-monthly Journal, The British Advertiser.

PUBLICITY CLUB OF GLASGOW. President, Alex. McKenzie; Vice-president, Douglas A. Wood; Hon. Secretary, John Firth, 12 Renfield Street, Glasgow, C. W.; Hon. Treasurer, Alexander Murray; Committee: D. W. Barr, W. G. Ewing, G. H. Hammond, W. H. Jones, J. D. Mitchell, B. B. Morrison, R. P. Prentice, P. J. Sims, W. L. Thomson. Conveners: Programme, B. B. Morrison. Publicity: J. D. Mitchell. Membership: G. H. Hammond. Social: R. P. Prentice. Educational: W. G. Ewing. Benevolent: R. P. Prentice. (A.A.C.W.)

BRITISH POSTER ADVERTISING ASSOCIATION, 31 Great James Street, Bedford Row, London, W. C. 1. Registered in 1890. Objects: The publication of an annual directory and a trade journal, and the taking of any lawful action the Committee, as the governing body, may deem desirable to protect and advance the general trade interests of its members. Besides the Committee of Management and a number of sub-committees, it has, in conjunction with the London Poster Advg. Association, Ltd., a Joint Parliamentary Committee, and a Joint Censorship Committee. The presidents and vice-presidents are elected annually, and the president acts throughout his year of office as chairman. The membership numbers between seven and eight hundred and comprises the whole of the poster advertising contractors of Great Britain and Ireland. President, Mr. Lisle Rockley, Nottingham; Vice-president: Mr. John Hill, Birmingham. Committee: Alderman Charles Pascall, J.P., London; Mr. W. E. Biggs, Keighley; Mr. Wm. Crompton, Liverpool; Mr. Walter Hill, London; Mr. Cyril Sheldon, Leeds; Councillor J. C. Grime, M.B.E., J. P., Manchester; Sir James Owen, J.P., Exeter; Mr. Geo. T. Mills, Coventry; Councillor T. D. Schofield, Bridgend; Alderman T. P. Fletcher, J.P., Blackpool; Mr. David Weston, Enfield; Mr. Arthur Woolley, Glasgow. Secretary, Mr. Geo. F. Smith.

LONDON POSTER ADVERTISING ASSOCIATION, LTD., Registered under the Companies Act as a Trade Protection Association, in 1891. 31, Great James Street, Bedford Row, London, W. C. 1. The Committee of Management as the governing body comprises: The president, two vice-presidents, treasurer, and eight other members. It has, in conjunction with the British Poster Advertising Association, a Joint Parliamentary Committee, and a Joint Censorship Committee. President, Mr. Cecil Burton; Vice-presidents: Mr. C. Albert Pascall (Kerrison's, Ltd.); Mr. J. H. Wingrave (Willing & Co., Ltd.); Treasurer, Mr. C. W. Gardner (Walter Hill & Co., Ltd.); Secretary, Mr. Geo. F. Smith. Committee: Mr. W. R. Churchill (J. J. Churchill); Mr. Percy Sheldon (Borough Billposting Co.); Mr. W. J. Flack (Alex. Scott); Alderman Charles Pascall, J.P. (Pascall's, Ltd.); Mr. Frank Mills (Gosnay Advertising Co. (1919) Ltd.); Mr. George Davey (James Davey & Co., Ltd.); Mr. Edward J. Davey (E. Davey & Sons, Ltd.); Mr. W. Edmund Davey (Northern Billposting, Ltd.).

PRESS ADVERTISEMENT MANAGERS' ASSOCIATION, LTD. Founded 1906. 13, Sherborne Lane, E. C. 4. Objects: To afford mutual assistance to its members, composed of the advertising managers of London, provincial and colonial newspapers, and its membership represents practically the whole of this Press. The meetings, held every Wednesday, at Andertons Hotel, Fleet Street, E. C. 4, are private, the only public function being the annual festival. President, C. Crane (Leicester Mercury); Vice-president, J. A. W. Mudie (D. C. Thomson & Co., Ltd.); Hon. Treasurer and Secretary, A. J. Wall (Irish Independent) 118, Fleet Street, E. C. 4. Council of Management: E. N. Illingworth (Belfast Telegraph), H. J. Lees (The Scotsman), F. Osborne (The Windsor Magazine), H. C. Paterson (The Yorkshire Post), G. E. Perman (Temple Press, Ltd.), S. H. Perren (Sheffield Telegraph), A. Richardson (The Sunday News), George Scott (Glasgow Herald), F. Simonis (The Star), F. W. Slaughter (Sheffield Independent), F. Webber (Western Mail). Affiliated A.A.C.W.

PUBLICITY CLUB OF LONDON, Meetings held at the Hotel Cecil, London, W. C. 2. Offices, 112 New Oxford Street, London, W. C. 1. Objects: To encourage the growth of better advertising, and to assist men and women engaged in the advertising profession to achieve this, for which purpose lectures and debates are provided. The Club has established a special Committee called the Bureau of Advertising Facts, to gather and record matters relating to advertising. President, the Lord Mayor of London; Chairman, Cdr. H. S. H. Ellis, R. N. (Ret.), F.I.S.A.C.; Hon. Secretary, Francis Hollings; Hon. Treasurer, Alfred W. Jones; Hon. Librarian, E. J. Toner; Hon. Press-Sec., Fred Harding; Hon. Editor of Journal, C. Maxwell Tregurtha. General Committee: All above Officers and Jerome Chester, Charles W. Cropper, W. Keith Martin, S. P. O'Connor, S. J. Peacock, C. F. Plowman, Alfred Robinson, W. H. H. Radford, John Rosswick. Activities Committee: Jerome Chester, Chairman, W. H. H. Radford, S. P. O'Connor. Bureau of Advertising Facts: C. W. Cropper, Chairman, E. F. Leak, Vice-chairman, H. J. W. Baker, A. E. Barker, L. C. Blennerhassett, Howard Carter, N. W. J. Grace, A. Morgan, Harold B. Pereira, Miss S. Snow, James J. Taylor. Advisory: Prof. R. J. Bartlett, W. H. Hatford, J. C. Kirkwood, C. F. Plowman. Service Bureau, W. H. Drew.

PUBLICITY CLUB OF CARDIFF. Hon. Sec'y. T. W. Dockett Smith, Development Dept., City Hall, Cardiff. (A. A. C. W.)

FEDERATION OF MASTER PROCESS ENGRAVERS, Room 268, Bank Chambers, 329 High Holborn, London, W. C. 1. A. E. Dent, Secretary. Chairman, A. Dargavel; Vice-Presidents: E. W. Hunter and H. Entwistle. Affiliated A.A.C.W.

LONDON CHAMBER OF COMMERCE (Incorporated). President, Sir James Martin, J. P.; Secretary, A. de V. Leigh, M.B.E., M. A. Advertising Section: Chairman, A. E. Canney. Offices: 97 Cannon Street, E. C. 4.

BIRMINGHAM PUBLICITY CLUB. Objects: To further the interests of advertising generally, and anyone who is interested in publicity is eligible for membership. Club meetings take place on alternate Tuesdays, from September to April, in the evening, and the subjects are as varied as possible. President, Gilbert C. Vyle (W. and T. Avery, Ltd.); Secretary, J. A. Stead (Siviter Smith & Co. and 145 Poplar Avenue, Edgbaston); Hon. Treasurer, H. S. Booth (Tan-Sad, Ltd.) Committee: W. Henman (Bint and Henman), (chairman); H. W. Eley (Dunlap Rubber Co.), W. R. Hood (Tan-Sad, Ltd.), A. H. Railton (Louis Camder Co., Ltd., E. C. Sims, Kalamazoo, Ltd.), L. Thorneloe (The Birmingham Gazette), S. O. Toon (S. O. Toon & Heath, Ltd.) (A.A.C.W.)

MIDLAND ASSOCIATION OF MASTER PROCESS ENGRAVERS, 17 Masshouse Lane, Birmingham. (Secretary, J. Sid Gilbett.)

INCORPORATED SALE MANAGERS ASSOCIATION, General Buildings, Aldwych, London, W. C. 2. Hon. general secretary, Stanley F. Talbot; chairman, F. W. Goodenough, C. B. E.; vice-chairman, G. H. Spilman, Leonard Broad, G. Bernard Thompson; Hon. treasurer, W. J. Gray Ramsay, F. L. A.A. President, Rt. Hon. Viscount Burnham, G.C.M.G., C.H. Objects: The general discussion and exchange of ideas on engaging training, and managing salesmen, and all other means of sales promotion, with a view to increasing the individual efficiency of its members and the firms they represent. The Association was founded in 1911 and holds regular meetings when problems of sales management are freely discussed and debated. (A.A.C.W.)

INCORPORATED SOCIETY OF ADVERTISEMENT CONSULTANTS: Clun House, Surrey Street, Strand, London, W. C. 2. Founded in April, 1910, to support and protect the status and interest of the profession of Advertisement Consultants. A Consultant is defined as "One, who, not being an Advertising Agent, advises independently upon Advertising." Candidates for membership must supply to the Council, evidence of their competency, and be prepared to support their claims for admission by submitting such examples of their standing and capacity as the Council may require. An Incorporated Advertisement Consultant works like a doctor, lawyer, or other professional man, and he is remunerated by fees alone: not by commissions from newspapers. Officers of the Council: President, Thomas Russell; Hon. Secretary, William T. Moss; Treasurer, P. Garfield Blake; Vice-president, Hopton Hadley; D. W. Walton, W. T. Day, H. S. Ellis, Stanley F. Talbot, Herbert Peacocke.

PUBLICITY CLUB OF NOTTINGHAM, President, The Mayor of Nottingham, Councillor J. Treckingham, J.P.; Vice-presidents: Sir Harold Bowden, Sir Charles Starmer, Col. C. W. Birkin, John Boot, T. S. Bavin, W. C. Church, Alderman E. Harlow; Chairman, J. W. Nanke, Universal Billposting Co., Ltd.; Hon. treasurer, Geo. Green, John Player and Sons (Castle Tobacco Factory); Hon. secretary, Mabel Voce Ramsden (United Drug Co., Ltd.); Committee, M. L. Daniels (United Drug Co., Ltd.); R. S. Johnson (Nottingham Guardian); T. W. Mays (Jessop and Sons, Ltd.); Madame Balldon-Smith, S. Ralph Smith (J. Player & Sons); A. B. Ashbourne (Boot's Pure Drug Co., Ltd.). (A.A.C.W.)

THE FEDERATION OF MASTER PRINTERS AND ALLIED TRADES, London, E. C. 4. 7-10 Old Bailey, of the United Kingdom of Great Britain and Ireland, is an organization consisting of some 5,000 master printers. The principal objects of this body are to negotiate National Agreements on Wages and Conditions of Employment with the Trade Unions of the Printing and Allied Industries and to watch and make representations on legislation affecting the interest of its members. This Federation has an efficient system of Works' Cost Accountancy which has been taken up by most printing establishments and it keeps a staff of Accountants whose services are available to members. The Federation gives legal advice and other usual services to its members. It is a party to a Joint Industrial Council with the Trade Unions for the peaceful settlement of difficulties and the promotion of good will and efficiency. The officers are: The President, Mr. J. S. Brunton; the Vice-president, Mr. E. C. Austen-Leigh; the Secretary, Mr. A. E. Goodwin, the Assistant Secretary, Mr. J. Davidson. (A. A. C. W.)

PUBLICITY CLUB OF IRELAND, Sec'y., J. C. Dann, F.I.A.A., 11, Molesworth Street, Dublin. (A.A.C.W.)

SCOTTISH ASSOCIATION OF MASTER PROCESS ENGRAVERS, 9 Albany Street, Edinburgh. Secretary, W. B. Hislop.

MANCHESTER PUBLICITY ASSOCIATION. Headquarters, Old Colony Club. Officers: President, H. L. Hardwick; Chairman, R. H. Jackson; Vice-presidents: The Earl of Derby, K.G., Sir William Veno, Professor W. H. Barker (Manchester University); B. Cohen (Sartor Mfg. Co.); E. R. Cross (Cross-Courtenay, Ltd.); R. S. Crossley (Accrington Observer); Jas. H. Dixon (Dictaphone, Ltd.); Sandy Fraser (A. Fraser & Co.); J. C. Grime, M.B.E., J. P. (Manchester Billposting Co.); J. H. Grime (Manchester Billposting Co.); W. J. Harrop (Osborne Peacock Co., Ltd.); A. Marland (E. Griffiths Hughes & Co., Kruschen Salts); F. J. Roe (F. John Roe Advg. Agency); E. Schofield (Allied Newspapers); R. Sheppard (Bolton Evening News); C. W. Tonge (Manchester Guardian); Sidney F. Wicks (Cross-Courtenay, Ltd.). Committee: J. H. Clark (D. C. Thomson & Co, Ltd.); H. Entwistle (Entwistle Thorpe & Co.); W. J. Reese (Allied Newspapers); F. W. Thomas (Star Engraving Co.); E. Bowden (Daily Express, (London) Manchester Office); Hon. Secretary, J. Vincent. Hon. Treasurer, W. J. Harrop, (I.A.A.)

INCORPORATED ASSOCIATION OF RETAIL DISTRIBUTORS, 125, Pall Mall, S. W. 1. Past Presidents: Sir Woodman Burbidge, Bart., C.B.E. (Harrods, Ltd.); Sir Sydney M. Skinner, J.P. (John Barker & Co., Ltd.); Mr. John Lawrie, J. P. (Parnell's); Mr. Percy A. Best (James Shoolbred & Co., Ltd.); Mr. Eric M. Gamage (A. W. Gamage, Ltd.). President, Mr. W. J. Hopton, J.P. (H. Holdron, Ltd.). Chairman, Colonel E. Watts Allen, C.B.E. (Civil Service Supply Association, Ltd.); Vice-chairman, Mr. A. C. Denham, O. B. E. (Edmonds Bros.). Secretary, Mr. T. Ernest Jackson. Objects: To provide a central organization for promoting and protecting the interests of distributing shops and stores. To promote or support legislation desirable for protecting the interests of distributing stores, and to oppose any legislation, by-laws or regulations that are considered harmful. To ascertain the law affecting distribution and to register cases for the information of members, and to obtain for them legal advice upon questions of general importance. To collect and disseminate information upon economic, commercial and labor questions affecting the retail businesses among members of the association.

LONDON MASTER PRINTERS' ALLIANCE, Secretary, William Whyte, 7-10, Old Bailey, London, E. C. 4.

FLEET STREET AND ADVERTISING CLUB, Secretary, F. W. Slaughter, 3 Cursitor Street, London, E. C. 4. Affiliated A.A.C.W.

REGENT ADVERTISING CLUB, 19 Buckingham Street, Adelphi, London, W.C.2. Founded at the Polytechnic in 1923, now has a membership of over 700. Objects: To uphold high standards in advertising. To promote a better understanding of successful publicity, and to help and encourage the younger members of the profession. There is no entrance fee and the annual subscription is 7s. 6d., thus bringing it within the scope of everyone employed or interested in advertising. The ordinary meetings take place once a fortnight when every phase of advertising is discussed. There is also a social side, and the club, through its employment bureau, has been able to help many members to get into or improve their positions in advertising, while the advice of the officers on these matters is at the disposal of members. President, Philip Emanuel (Odhams Press, Ltd.); Chairman, H. G. Saward (Saward, Baker, and Co., Ltd.); Vice-chairman, C. S. Howes (The Elite Advertising Service, London); Hon. Secretary, Miss Muriel G. Atkins (Ideal Home Magazine). (A.A.C.W.)

ALDWYCH CLUB, Secretary, E. T. Nind, 18 Exeter Street, Strand, London, W. C. 2. Affil. A.A.C.W.

THE PUBLICITY CLUB OF LEEDS. Headquarters, The Queen's Hotel, Leeds. President, Sir Gervase Beckett, M.P.; Vice-presidents: F. C. Macaskie, Esq., W. P. Bowman, Esq., Arthur Grime, Esq., Major Sir Charles Henry Wilson, M. P.; Chairman, Stuart A. Hirst; Secretary, Fred'k E. Cooke; Treasurer, E. Osborn. Executive Committee: Stuart A. Hirst, E. Osborn, Fredk. E. Cooke, R. Williamson, E. Metcalfe, Frank Bloomer, W. J. Courtman Stock, C. P. C. Hitchen, Francis E. Cox, Collinson J. Robson Clayton. Press officer, W. C. Strachan. (A.A.C.W.)

NORTHERN COUNTIES ASSOCIATION OF PROCESS ENGRAVERS, 31 Victoria Buildings, St. Mary's Gate, Manchester (Secretary, W. A. Nixon). F.C.A., F.S.A.A.

NATIONAL ADVERTISING BENEVOLENT SOCIETY, 13 Serjeants Inn, Fleet Street, E. C. 4. President, Sir Chas. W. Starmer; Vice-presidents: The Most Hon. The Marquess of Reading, Rt. Hon. Viscount Astor, Rt. Hon. Viscount Burnham, C. H. Rt. Hon. Viscount Hambleden, Rt. Hon. Viscount Rothermere, The Rt. Hon. Lord Ashfield, Rt. Hon. Lord Dewar, Rt. Hon. Lord Riddell, Rt. Hon. Sir Eric Geddes, G.C.B., G.B.E., L.L.D., Sir E. J. P. Benn,

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BRITISH ADVERTISING ASSOCIATIONS

(Continued from page 266)

Bart, C.B.E., Sir William Berry, Bart., Sir Frank Newnes, Bart., Sir G. A. H. Wills, Bart., Sir Herbert E. Morgan, K.B.E., Major the Hon. J. J. Astor, M.P., the Rt. Hon. T. P. O'Connor, M.P., J. Gomer Berry, Esq., Walter Haddon, Esq., Allan Jeans, Esq., L. O. Johnson, Esq. Trustees: Viscount Burnham, C.H.; Sir William Berry, Bart., Walter Haddon, Esq. Chairman, A. Richardson (Sunday News); Vice-chairman, A. Rothery (Pools Advertising Service, Ltd.); Hon. Treasurer, J. Strong (C. Mitchell & Co., Ltd.); Hon. Secretary, R. J. Owen, (Newcastle Chronicle. Council: Miss M. G. Atkins (Odhams' Press, Ltd.); Mrs. E. M. Wood, C.B.E. (Samson Clark & Co., Ltd.); E. W. Barney (E. W. Barney, Ltd.); Miss I. M. Bosworth (Holford Bottomley Advtg. Service, Ltd.); T. F. Carrington (T. B. Lawrence, Ltd.); S. G. Coram (Sunday Graphic); C. Crane (Leicester Mercury); J. Dodds (Odhams Press, Ltd.); L. Harwood (London Press Exchange, Ltd.); E. T. Nind (C. Arthur Pearson, Ltd.); H. C. Paterson (Yorkshire Post); H. G. Reeves (Daily Telegraph); W. B. Robertson (Amalgamated Press, Ltd.); G. Scott (Glasgow Herald); A. H. Simpson (Mather & Crowther, Ltd.); H. Evan Smith (John Haddon & Co.); W. M. Teasdale (L. & N. E. Ry.); A. Taylor (J. C. Eno, Ltd.); R. Thornberry (Sunday Graphic); C. Harold Vernon (C. Vernon & Sons, Ltd.); Clerk: A. H. J. Edmonds. Objects: The provision of assistance, financial and practical, for necessitous cases in the ranks of the advertising profession. Established 1913.

BRITISH NEWSPAPER ASSOCIATIONS

THE PERIODICAL TRADE PRESS, & WEEKLY NEWSPAPER PROPRIETORS' ASSOCIATION, LTD., 6 Bouverie Street, London, E. C. 4. Founded in 1913 for the purpose of enabling the proprietors of trade and technical publications, periodicals and illustrated and weekly newspapers to take combined action, when thought desirable, in matters affecting their general interests. It has abundantly justified its existence. President, The Rt. Hon. Lord Riddell; Vice Presidents, Sir William Berry, Bart. (The Amalgamated Press, Ltd.); Sir Edward Iliffe, C. B. E., M. P. (Iliffe & Sons, Ltd.); Executive Chairman, Percival Marshall (Percival Marshall & Co.); Sectional Chairmen, J. A. W. Mudie, D. C. (Thomson & Co., Ltd.) Periodical and General Section; E. A. Gatehouse (Electrical Review, Ltd.); Trade and Technical Section: Secretary, E. O. Norton, Members of Advertising Association: Affiliated A. A. C. W.

NEWSPAPER PRESS FUND, 11 Garrick Street, London, W. C. 2. Objects: To assist by Grant or Pension members of all branches of the Literary Department of the Newspaper Press, who shall have become members of the fund and their widows and families. Nonmembers are helped to a limited extent. Founded 1864. President, Viscount Burnham; Treasurer, W. Thornton Sharp; Secretary, Sidney G. Smeed.

NEWSPAPERS PROPRIETORS' ASSOCIATION, LTD. 6, Bouverie Street, London, E. C. 4. Membership is open to all the London morning, evening and Sunday newspapers. The affairs of the Association are conducted by Council meetings on which representatives of all the newspapers are entitled to sit. Its objects are to deal with matters of common interest to all the London newspapers. Chairman, Viscount Burnham (Daily Telegraph); Vice-president. Lord Riddell (News of the World); Secretary, T. W. McAra, J. P.

THE NEWSPAPER SOCIETY, 85 Fleet Street, London, E. C. 4. The Newspaper Society, founded in 1836 as the Provincial Newspaper Society, was reconstituted in 1917 and 1921. In the latter years it became the one organization representative of the newspaper press of England and Wales (with the exception of the London daily and Sunday newspapers); the Irish Newspaper Society is affiliated with it, and it is in close touch with the Scottish Daily Newspaper Society. A number of local associations throughout England and Wales act with and strengthen the work of the central office. The Society's activities include: Issuing a Monthly Confidential Circular to members, supplemented by special circular letters on matters of urgency; supplying of information concerning the standing of advertising agents; negotiating with Trade Unions upon matters affecting members' interests; collecting debts owing to members; scrutinizing and if necessary working for the amendment of proposed legislation affecting newspapers; arranging for joint action in cases where newspapers are threatened with legal proceedings; in brief, working for the advancement of the interests of newspaper proprietors and producers in all ways. Officers for the year 1927-28: President, Mr. John S. King, West Middlesex Gazette, Ealing. Immediate Past President and ex-officio Member of Council, Mr. Robert J. Webber, Western Mail, Cardiff; Hon. Vice-Presidents: Mr. Wm. Astle, Stockport Advertiser; Sir James G. Owen, Express and Echo, Exeter; Mr. Valentine Knapp, Surrey Comet; Mr. John R. Scott, Manchester Guardian; Sir Meredith T. Whittaker, Scarborough Mercury; Mr. Arthur L. Woodhead, Huddersfield Examiner; Vice-Presidents (by vote of Annual Meeting): Mr. N. B. Graham, Express & Star, Wolverhampton; Mr. J. D. Jeremiah, Daily Dispatch, Manchester; Hon. Treasurer, Mr. Valentine Knapp, Surrey Comet; Hon. Solicitor, Mr. J. C. Soames, 31, Norfolk Street, Strand, W. C. 2; General Secretary and Editor of the Circular, Edward W. Davies, Byron House, 85 Fleet Street, E. C. 4.

EMPIRE PRESS UNION, 71 Fleet Street, London, E. C. 4. Objects: An organization of newspaper proprietors and editors of leading newspapers and periodicals published in the United Kingdom, the British Dominions and Colonies Overseas, and in India. The Empire Press Union is the only organization linking in its membership the whole of the Press of the British Empire to whose common interests it is devoted. An important part of the Union's policy is the holding of periodic conferences of Empire newspaper proprietors and editors in the United Kingdom and the overseas Dominions. The third took place in Australia in the autumn of 1926. Over fifty newspaper proprietors and editors from all parts of the British Empire attended this conference and were guests of the Australian Press and Government during an extensive tour of the Commonwealth. It is expected that the next conference will be held in London in 1930. The Union has performed important work in cheapening and quickening facilities for the distribution of inter-Imperial news by cable, wireless telegraphy, and mail, and continues to exert its influence in this direction. It has separate sections in Australia, New Zealand, India, South Africa, Canada and the West Indies. The headquarters section in London includes in its membership practically all the London correspondents of the Press of the overseas Dominions on whose behalf it has secured important official privileges and facilities. In a word, the Empire Press Union stands for unity of the British Imperial Press in all matters of common concern. Officers: President, The Rt. Hon. Viscount Burnham, C. H.; Hon. Treasurer, Major the Hon. J. J. Astor, M. P.; Chairman, Mr. J. L. Garvin; Members of the London Council, Mr. Ewan S. Agnew (Weekly Newspaper and Periodical Proprietors' Association); J. Gomer Berry (Daily Graphic), R. D. Blumenfield (Daily Express), Sir Robert Bruce, LL. D. (Glasgow Herald), P. A. Goudie (Evening News), E. R. Thompson (Evening Standard), Sir Edward M. Iliffe (Messrs. Iliffe & Sons, Ltd), J. Henson Infield (Sussex Daily News), Sir Roderick Jones, K. B. E. (Reuter's, Ltd.), Valentine Knapp (Newspaper Society), G. H. Law (Scotsman), Lt. Col. E. F. Lawson, D. S. O., M. C. (Daily Telegraph), W. G. Fish, C. B. E. (Daily Mail), Sir Frank Newnes, Bart. (George Newnes, Ltd.), H. A. Gwynne (Morning Post), Ernest A. Perris (Daily Chronicle), The Rt. Hon. Lord Riddell (Newspaper Proprietors' Association and News of the World), Mr. Tom Clarke (Daily News), H. C. Robbins (Press Association), C. P. Scott (Manchester Guardian), Sir Campbell Stuart, K. B. E. (Times), J. B. Hobman (Westminster Gazette), H. A. Woodcock (Financial News), Hon. Life Member, Sir Harry Brittain, K. B. E., LL. D., M. P.; Hon. Secretary, F. Crosbie Roles; Secretary, H. E. Turner. Membership Qualifications: Membership vests in the proprietors of newspapers and periodicals of all classes, also of news agencies within the British Empire, who nominate for election, as their representative, the editor or some other responsible member of their staffs. Associate members of the Union are also eligible for election upon the nomination of members. Subscriptions: The following scale is fixed for Annual Subscriptions for members in the United Kingdom: Morning newspapers, £10; evening newspapers, £7; organizations of proprietors, £10; news agencies, £10. London national weeklies, and trade and technical journals, and other periodicals, £5; provincial weeklies, £3; Associates, £3. The following organizations are members of the Union: The Newspaper Proprietors' Association), The Newspaper Society and The Weekly Newspaper and Periodical Proprietors' Association. All the principal news agencies are members.

TRADE AND TECHNICAL JOURNALS BUREAU, Ltd. An association of British Empire trade, technical and specialist journals, originally formed for the purpose of a combined exhibit at the British Empire Exhibition. Now in the fifth year. A permanent exhibit of these class journals is at the disposal of interested visitors at Bridewell House, Bridewell Place, London, E. C. 4. It has been brought to the approved notice of the Dominion Trade Commissioners, the Commercial Attachés of the Embassies and Legations, and various bodies interested in foreign trade. Has accredited correspondents in many of the chief cities and towns of the world. The Bureau also organizes exhibits at the great industrial fairs, British Industries, Leipzig, etc., and at Chambers of Commerce throughout Britain and abroad. Subscriptions and advertisements are accepted, and by a system of registries enquirers are immediately put into touch with the type of journal they require. The Bureau is always willing to co-operate in publicity matters with similar associations in other countries. Chairman, P. A. Gilbert Wood, J.P., F.J.I.; Hon. Treasurer, Herbert Cornish, F.J.I.; Secretary, Capt. Kenneth Paterson.

BRITISH JOURNALISTS ASSOCIATIONS

UNIVERSITY OF LONDON JOURNALISM UNION. Objects: To provide social facilities for students taking the Courses in Journalism at the University, and to combat the tendency of students to become absorbed in purely College interests, and lack of that University outlook that should belong to an intercollegiate body. The Union has the active support of the Heads of the Colleges and the Journalism Tutors, and owes much to Mr. Valentine Knapp, the Chairman of the Courses. It also provides a means of meeting practising journalists, and there is an affiliated organization by which it retains contact with those who have started upon their professional careers. Officers: President, Mr. B. Jacobson (King's); Hon. Treasurer, Mr. R. Yeomans (Kings); Hon. Secretary, Miss Delphie L. Cromble (University). Committee: Mr. F. C. Roberts (University), Mr. M. H. Lovell (King's), Miss P. B. Lorde (Bedford); Mr. G. H. M Williams (London School of Economics).

WRITERS' CLUB, THE: Founded 1891. 10 Norfolk Street, Strand, W. C. 2. This club corresponds to the Authors' Club for men. Qualifications for membership are the same in both cases, membership of this club being reserved to women only. It has attractive quarters near Fleet Street, good cuisine, frequent literary debates, poetry and drama circles, etc. President, H. H. Ranee Margaret of Sarawak; Chairman of Committee, Mrs. Champion de Crespigny; Hon. Secretary and Treasurer, Miss L. R. Mitchell. For women engaged in journalistic work, letterpress or illustrations. Entrance fee £1 1s. Subscriptions: Town £3 3s. Country, £2 2s.

ASSOCIATION OF AMERICAN CORRESPONDENTS IN LONDON. Objects of the Association are to promote cooperation among its members, to protect their interests and to assist their work by securing such recognition and facilities as are available from Government departments, public bodies and other sources of news. Officers: President, DeWitt T. Mackenzie (Associated Press); Vice President, Ed. L. Keen (United Press); Secretary, Raymond Gram Swing (New York Evening Post); Treasurer, Harold E. Scarborough (New York Herald-Tribune). Address: New York Evening Post, 3 Salisbury Square, E. C. 4.

BRITISH SECTION INTERNATIONAL ASSOCIATION OF JOURNALISTS, 32 Victoria Street, London, S. W. 1. Objects: These are defined as follows: The object of the Association shall be to maintain friendly relations between its members and the members of the Foreign Associations of Journalists constituting the International Union of Press Associations, and to take any other steps which the Association deems desirable to promote the professional and social interests of the members. Officers: President, The Rt. Hon. T. P. O'Connor, M. P.; Hon. Treasurer, Walter Jerrold, F. J. I.; Hon. General Secretary, Leon Gaster, F. J. I. Membership qualifications and subscriptions: The Association consists of journalists only, ladies or gentlemen who are, or who are qualified to be, members or associates of the Incorporated Institute of Journalists of Great Britain and Ireland, and who are, or are qualified to be, members of any other recognized journalistic Association.

THE LYCEUM CLUB, 138, Piccadilly, London, W. was founded to focus the work of women in Art, Literature, Science, Medicine, Music, Public Service, Journalism, Drama and other important directions. A certain number of social members are admitted on special terms, when they are in strong and active sympathy with the aim of the Club. Rich in historical interest, the Clubhouse has a unique position overlooking the Green Park, and has obtained a great reputation for entertaining famous people from all parts of the world at the varied dinners, etc., arranged by the Sections. A member enters the Club by one of the Sections into which it is divided. Agriculturists and Horticulturists, Authors, Arts and Crafts, Dramatists, Geographical, Journalists, Music, Painters, Photographers, Public Service, Social, University. The Club Secretary is Miss M. L. Guy. The London Club is the parent, but there are daughter clubs in many countries, and membership of one gives entrée to all with the right of two months consecutive use. President: The Marchioness of Aberdeen and Temair; Vice-Presidents: Lady Strachey, Miss Sarah Clegg. Executive Committee: Chair, Lady Berry, M.D.; Vice-Chair, Mrs. Champion de Crespigny, Mrs. Leonard Rees, Dowager Lady Boyle, Mrs. Dornton Brown, Miss Muriel Dawbarn, Miss S. R. Day, Mrs. Furmage, Mrs. Gun, Mrs. Halford Hewitt, Miss Higgins, Miss Joan Kennedy, Dr. Smedley Maclean, Mrs. Henry Ruffer, Mrs. Yorke Trotter, Mrs. Standfield, Mrs. Alec L. Rees. Editor, Lyceum Journal, Mr. Menda Gibson.

THE INSTITUTE OF JOURNALISTS, 2-4 Tudor Street, London, E. C. 4. A professional organization, incorporated by Royal Charter, 1890, for "the promotion by all reasonable means of the interests of journalists and journalism." It had its inception in 1884, when a few newspapermen in Manchester met to consider the formation of a compact body for social and professional purposes, and, a few months later, the National Association of Journalists came into being. Four years later, when the membership had increased to over 1200 and branches had been established all over the country, the title was changed to the Institute of Journalists. Of recent years the Institute has been compelled to take a stronger line in connection with the material well-being of its members, and its vigorous campaign for higher salaries and improved conditions has brought it a steady influx of recruits. At the moment, it is on a very secure financial footing, with assets totaling over £60,000. The annual subscription is only £2 2s, and for this members are entitled to unemployment pay at the rate of £2 10s. a week, membership of the Provident Fund, benefits accruing from the Orphan Fund, Benevolent Fund and Oak Hill Convalescent Home, legal defence, the free service of the Unemployment Register, and The Journal, monthly. President, 1928, Mr. R. D. Blumenfeld; Secretary, R. V. Walling. Qualification of membership: A member shall have been for not less than three years professionally, habitually, and as his sole and chief occupation engaged in journalism. Subscription: 42s. per annum (entrance fee 10s. 6d.). Overseas members 21s. per annum.

PARLIAMENTARY PRESS GALLERY, Press Gallery, House of Commons, London, S. W. 1. Consists of journalists accredited to British Newspapers and Agencies possessing the right of entry (granted by the Speaker of the House of Commons) to the Press Galleries of the Houses of Parliament. The Press Gallery elects its committee of twelve members once a year. This committee acts as the liaison between the Gallery members and the Sergeant-at-Arms of the House of Commons and Hon. Lord Great-Chamberlain. Otherwise its functions are of a nature domestic to the members of the Press Gallery. Chairman for year 1927, Mr. A. Mackintosh (Liverpool Post); Hon. Secretary, Mr. H. B. Cant (Exchange Telegraph Co.); Hon. Treasurer, Mr. Martin Herlihy (Reuters); Hon. Librarian: Mr. W. W. Hadley (Chronicle). In connection with the Gallery there exists a Press Gallery Trust Fund to relieve immediate distress on the part of Gallery members, ex-members and their relatives.

THE NATIONAL UNION OF JOURNALISTS, 5 Chancery Lane, London, W. C. 2. Registered as a trade union the N. U. J. now has a membership of nearly five thousand working journalists. Newspaper proprietors, managers or directors are not eligible for membership. Objects: To defend and promote the professional interest and status of its members with regard to salary, conditions of employment and tenure of office; the establishment of out-of-work, benevolent and superannuation benefits; to deal with questions affecting the professional conduct of its members. The Union has signed agreements with the proprietorial bodies laying down scales of minimum salaries, and conditions of work. It is an Approved Society within the meaning of the National Health Insurance Act, administers Section 17 of the Unemployment Insurance Act, and has a Superannuation Fund. General Secretary, H. M. Richardson; National Organizer, Clement J. Bundock; President H. A. Raybould.

THE PRESS CLUB, St. Bride's House, Salisbury Square, London, E. C. 4. Established 1882, and now has a membership of over 800 (Town, 605; Country, 177; Overseas, 34; Associate, 7; Hon'y,. 26). Objects: To provide social and club amenities for newspapermen. The Club has an extensive reference library; specializes in catering and all-night menus for journalists in Fleet Street newspaper offices; Sports Circles: Golf, rifle shooting, cricket, tennis. Entrance fee £2 2s. Subscription: Town, £5 5s.; Country and foreign, £1 1s. President, The Viscount Burnham, C. H.; Chairman (1926-27), Percy Rudd; Hon. Secretary and Manager, F. D. Bone; Hon Treasurer, R. Montague Smith.

SOCIETY OF WOMEN JOURNALISTS. Founded 1894 by Mr. J. S. Wood, editor of "The Gentlewoman." Headquarters: The Writers' Club, 10 Norfolk Street, Strand W. C. 2. Objects: To band together bona fide women journalists, and provide valuable assistance to those professional women among its ranks by supplying them with temporary loans or grants during periods of sickness or misfortune by means of a Benevolent Fund, privately administered, also with the services of an hon. solicitor whose skilled advice is at the members' disposal, as are the services of an eminent physician and oculist. Every applicant for membership is required to furnish a statement of her work, past and present, to become eligible for election. President, Viscountess Burnham. Council: Mrs. Henry Aitken, Miss Ruby Ayres, Lady Brittain (Chairman), Mrs. E A. Minstead (Hon. Sec.), Mrs. Champion de Crespigny, Miss Agnes Herbert, Mrs. Heron-Maxwell, Mrs. Massey Lyon, Mrs. MacCulloch, Miss Evelyn Miller, Mrs. R. Noble, Miss Burford Rawlings (Hon. Treasurer), Mrs. Leonard Rees (Vice-Chairman), Mrs. Romanee James, Mrs. Henri See, Miss Rita Shell, Miss Almax Stout.

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Branch Offices in Principal Cities.

COURSES IN JOURNALISM

JOURNALISM COURSES AT LONDON UNIVERSITY. The University Courses constitute a comprehensive and co-ordinated curriculum of modern or current knowledge, together with instructions and practice in writing for the Press. The main aim is to give a sound intellectual training which is calculated to promote professional proficiency. The Courses are open to Matriculated students of not less than seventeen years of age, and, in exceptional circumstances only, to non-matriculated students of not less than eighteen years of age. Students are registered at University College, King's College, Bedford College, or the London School of Economics. The Courses normally extend over two consecutive Academic years, and include the following subjects: Section I.—To be taken by all students: (1) English Composition; (2) Practical Journalism. Sec. II.—One Subject to be Chosen: (1) General History and Development of Science; (2) History of Political Ideas; (3) Principles of Criticism. Section III.—Two subjects to be chosen: (1) English Literature; (2) History; (3) Modern Languages (French, German, Spanish, Italian, Russian and Dutch); (4) Political Science; (5) Economics; (6) Philosophy, Psychology, Logic, Ethics. The composition fee is 28 guineas. The Journalism Committee consists of the following: The Chancellor (The Earl of Rosebery, K. G.) ex-officio; The Vice-Chancellor (Prof. E. A. Gardner, Litt. D.), ex-officio; The Chairman of Convocation, ex-officio; Bt.-Col. Harris, University College; Prof. A. W. Reed, King's College; The Principal, Bedford College; The Secretary, London School of Economics; Mr. G. B. Harrison, M. A., King's College; Mr. J. B. Hobman (Editor, Westminster Gazette); Mr. Allan Jeans (nominated by Newspaper Society); Mr. Herbert Jeans (Chief Editor, Reuters); Miss F. C. Johnson, M. A., Bedford College; Sir Roderick Jones (Managing Director, Reuters); Mr. Valentine Knapp (Vice-President, Newspaper Society). The Chairman of the Journalism Committee: Lieut.-Col. E. F. Lawson (nominated by Newspaper Proprietors' Association); Mr. T. H. Marshall, M. A., London School of Economics; Mr. W. Meaken (member of the National Union of Journalists); Sir James G. Owen (Editor, Express and Echo, Exeter); Mr. Frederick Peaker, M.A. (President, Institute of Journalists); Mr. H. M. Richardson (General Secretary National Union of Journalists); Mr. Lawrence Solomon, M. A., University College; Mr. C. Tower (London Editor, Yorkshire Post); Mr. R. V. Walling (Secretary, Institute of Journalists); Mr. A. E. Watson (Editor, Daily Telegraph); Mr. A. L. Woodhead, M.A. (Director, Huddersfield Examiner).

COURSES IN ADVERTISING

MARYLEBONE COMMERCIAL INSTITUTE: London, W. 1. There are three series of special lectures for the 1927-28 session. These deal with Retail Selling, Outdoor Selling, and Retail Sales Organization. The first series is now in progress, and the others commenced after Christmas. On Tuesdays (7:17 to 9:15 p. m.) there is a full session (38 weeks) class in Advertising and Salesmanship. On Thursdays the first hour is devoted to advanced advertising and the second to advanced salesmanship or sales management. The numbers in the Tuesday class have increased from 30 to about 45. Principal D. H. Smith, B. Sc. Econ. The Lecturer in each case is Mr. Charles C. Knights, Incorporated Sales Manager and Advertisement Consultant, and the healthy state of all classes is due in no small measure to the reputation he has earned in previous years as an interesting and forceful lecturer. Mr. Knights has had considerable experience in training salesmen and saleswomen, and his methods, which are quite his own, are extremely successful. He is also the author of some half-a-dozen text-books on Salesmanship, Sales Management, and Advertising, which are used in his classes. It has been found of inestimable advantage for the students to be able to procure text-books written by the Lecturer primarily to meet their especial needs. So great is the demand for Mr. Knights's time for lecturing and teaching work, that he is now devoting his whole time to it. He also does a considerable amount of lecturing in private firms. The latest book by Mr. Knights is "The Business Man's Guide to Printing."

THE POLYTECHNIC, 309 Regent Street, London, W. 1. Principal: Major T. Worswick, O. B. E., M.Sc., Barrister-at-Law. Journalism Course: in two sections, Practice and Fiction Writing. Lecturer, Mr. F. M. Dudeney. Advertising Course. Lectures and Practical Work and Discussion. Lecturer, Mr. N. A. Everson, Salesmanship: Cunliffe L. Bolling (Intertype, Ltd.) is lecturer on Salesmanship.

GRAVURE LINAGE IN U. S. NEWSPAPERS

	TOTAL ROTOGRAVURE ADVERTISING LINAGE 1927			TOTAL ROTOGRAVURE ADVERTISING LINAGE 1926		
	Local	*National*	*Total*	*Local*	*National*	*Total*
Jan.	591,133	709,779	1,300,912	676,916	691,430	1,368,346
Feb.	495,260	824,880	1,320,140	443,202	667,992	1,111,194
Mar.	608,357	1,033,228	1,641,585	607,115	803,644	1,410,759
April	715,640	1,209,947	1,925,587	613,870	952,699	1,566,569
May	849,620	1,344,182	2,193,802	825,744	915,144	1,740,888
June	619,827	1,002,229	1,622,055	558,019	817,158	1,375,177
July	533,918	885,085	1,419,003	379,117	751,241	1,130,358
Aug.	457,942	690,234	1,148,176	533,876	810,945	1,344,821
Sept.	546,607	895,879	1,442,486	672,350	770,387	1,442,737
Oct.	793,466	1,381,253	2,174,719	829,292	1,288,757	2,118,049
Nov.	711,992	1,183,305	1,895,297	686,975	887,797	1,574,772
Dec.	823,698	944,324	1,768,022	843,422	939,398	1,782,820
	7,747,460	12,104,325	19,851,784	7,669,898	10,296,592	17,966,490

WASHINGTON PRESS GALLERY

Name	Paper Represented	Office
Aldham, Francis G.	Canadian Press	Lafayette Hotel.
Allen, Robert S.	Christian Science Monitor	1285 National Press Bldg.
Anderson, Paul Y.	St. Louis Post-Dispatch	23 Wyatt Building.
Anthony, Charles H.	Watertown Times, Schenectady Gazette, Utica Observer-Dispatch, Elmira Star-Gazette, Jamestown Morning Post	1163 National Press Bldg.
Armstrong, R. B.	Los Angeles Times	1217-1219 National Press Building.
Atchison, John C.	Daily News Record (New York), Women's Wear	505 Union Trust Building.
Authier, George F.	Lansing State Journal, Minneapolis Tribune	721 Albee Building.
Bargeron, Carlisle.	Washington Post	Post Building.
Barkley, Frederick R.	Baltimore Evening Sun	1214 National Press Bldg.
Barry, Robert.	New York Evening World	20-22 Wyatt Building.
Barthelme, George.	Cologne Gazette	1724 Seventeenth street.
Baughn, Hubert.	Mobile Register, Mobile News-Item, Sheffield Tri-Cities Daily, Alabama Journal, Montgomery, Florence Times-News	1154 National Press Bldg.
Bean, Rodney.	New York Times	717 Albee Building.
Bell, Samuel W.	United States Daily	2201 M street.
Bell, Ulric.	Louisville Courier-Journal	1211 National Press Bldg.
Benedict, Laurence M.	Toledo Times, Los Angeles Times	1009 National Press Bldg.
Bennett, James O'Donnell.	Chicago Tribune Press Service	42 Wyatt Building.
Bent, Myron H.	Brooklyn Times, Watertown Daily Standard	Mayflower Hotel.
Billings, John S., jr.	Brooklyn Daily Eagle	901 Colorado Building.
Black, Ruby A.	Paterson Press Guardian, Passaic Daily News, Plainfield Courier News, Perth Amboy Evening News, Elizabeth Journal	1163 National Press Bldg.
Boal, Frank K.	Honolulu Advertiser	311 Munsey Building.
Boyle, John.	Wall Street Journal, Exchange Telegraph Co., London, England	1001 National Press Bldg.
Bradshaw, Roberta V.	Consolidated Press Association	Star Building.
Brandt, Raymond P.	St. Louis Post-Dispatch	23 Wyatt Building.
Brittle, D. Field.	Associated Press	Star Building.
Brooks, W. F.	Associated Press	Star Building.
Brown, Ashman N.	Providence Journal, Providence Bulletin	607 Hibbs Building.
Brown, Harry J.	Boise Statesman, Salt Lake Tribune, Spokane Spokesman-Review	916 Woodward Building.
Browne, Merwin H.	Buffalo Evening News	1207 National Press Bldg.
Bryant, H. E. C.	New York World, Charlotte Observer, Asheville Citizen	20-22 Wyatt Building.
Bryce, Stephen D., jr.	Associated Press	Star Building.
Buel, Walker S.	Cleveland Plain Dealer	611 Albee Building.
Campbell, J. Bart.	Philadelphia Evening Bulletin, Harrisburg Patriot-News	1296 National Press Bldg.
Capers, Julian, jr.	International News Service	1317-1321 H street.
Carlton, Leon H.	Daily Metal Reporter, Daily Mill Stock Reporter	750 Munsey Building.
Carroll, Raymond G.	Philadelphia Illustrated Sun, Philadelphia Public Ledger, New York Evening Post	1200 National Press Bldg.
Chamblin, Walter W., jr.	Associated Press	Star Building.
Choate, Robert B.	Boston Herald, Springfield Union, Worcester Telegram	1215 National Press Bldg.
Clapper, Raymond.	United Press Association	1322 New York avenue.
Clark, Edward B.	Chicago Evening Post	1397 National Press Bldg.
Clark, Kenneth W.	International News Service	1317-1321 H street.
Clement, Hunt, jr.	United Press Association	1322 New York avenue.
Cochran, Negley D.	Scripps-Howard Newspaper Alliance	1322 New York avenue.
Codel, Martin.	United States Daily	2201 M street.
Coffin, Clinton.	Associated Press	Star Building.
Collins, Paul V.	Washington Evening Star	2016 Pierce Mill Road.
Collins, Ralph A.	New York Sun	439 Munsey Building.
Combs, George W.	Lynchburg News, Wilmington Morning News, Wilmington (Del.) Evening Journal, Scranton Republican	1214 National Press Bldg.
Connor, Frank W.	New York World	20-22 Wyatt Building.
Cortesi, Roger.	Associated Press	Star Building.
Craig, Donald A.	Portland Press Herald	23 Seventh street SE.
Craig, Elizabeth May.	Portland (Me.) Evening Express	23 Seventh street SE.
Crawford, Arthur W.	Chicago Tribune Press Service	44 Wyatt Building.
Crawford, Kenneth.	United Press Association	1322 New York avenue.
Daily, Francis P.	Automotive Daily News	1317-1321 H street.
Darr, W. S.	Los Angeles Times	606 Hibbs Building.
Davies, Roland C.	Associated Press	Star Building.
Davis, Maxine.	Capital News	National Press Building.
Denny, Ludwell.	United Press Association	1322 New York avenue.
Dickson, C. B.	Associated Press	Star Building.
Dinwoody, Dean.	United States Daily	2201 M street.
Doherty, William.	Associated Press	Star Building.
Dougherty, Emmet.	Davenport Democrat, Cedar Rapids Gazette, Muscatine Journal, New York Herald-Tribune, Toronto Star, Waterloo Courier	1005 National Press Bldg.
Douglas, W. A. S.	Baltimore Sun	1214 National Press Bldg.
Dubois, Toussaint.	Boise Capital News, Idaho State Journal	3114 R street.
Duffy, E. J.	Associated Press	Star Building.
Durno, George E.	International News Service	1317-1321 H street.
Dutcher, Rodney.	Newspaper Enterprise Association	1322 New York avenue.
Easton, Edward C.	Philadelphia Inquirer	1240-1242 National Press Building.
Edgerton, Joseph S.	Washington Times	1317-1321 H street.
Edwards, Fraser.	Universal Service	1317-1321 H street.
‖Eland, Henry E.	Wall Street Journal	1091 National Press Bldg.
Emery, Fred A.	United States Daily	2201 M street.
Engle, Parke.	Central News of America	205 Mills Building.
Epes, Horace.	Consolidated Press Association	520 Star Building.
Ervin, Morris D.	Cincinnati Times-Star	1393 National Press Bldg.
Erwin, John D.	Nashville Tennessean, Chattanooga News	205 Munsey Building.
Essary, J. Fred.	Baltimore Sun	1214 National Press Bldg.
Field, Carter.	New York Herald-Tribune	1005 National Press Bldg.
Finney, Ruth.	Albuquerque Tribune, San Diego Sun, San Francisco Daily News	1322 New York avenue.
Fleming, Roscoe B.	Baltimore Post, Indianapolis Times, Evansville Press, Terre Haute Post	1322 New York avenue.
Flynn, Alfred F.	Wall Street Journal; Exchange Telegraph Co., London England	1091 National Press Bldg.
Flynn, Michael W.	Washington Herald	1317-21 H street.
Flythe, William P.	New York American	1317-21 H street.
Folliard, Edward T.	Washington Post	Post Building.
Foote, Mark.	Grand Rapids Press, Saginaw News, Jackson Citizen Patriot, Flint Journal, Kalamazoo Gazette, Bay City Times, Muskegon Chronicle, Ann Arbor Times News	927 Colorado Building.
Forrest, Wilbur S.	New York Herald-Tribune	1055 National Press Bldg.
Forsyth, Thomas S.	Portland (Me.) Evening News, Burlington (Vt.) Free Press	227 A street NE.
Fox, Albert W.	Washington Post	Post Building.
Frantz, Harry.	United Press Association	1322 New York avenue.
Fredericksen, Paul.	United Press Association	1322 New York avenue.
Gableman, Edwin W.	Cincinnati Enquirer	32 Post Building.
Gardner, Gilson.	Scripps-Howard Newspaper Alliance	1322 New York avenue.
Gates, Robert M.	Memphis Commercial Appeal; Florida Times Union, Jacksonvile	511 Metropolitan Bank Building.
Gauss, Harry B.	Chicago Daily News	423 Washington Building.
Gavin, William G.	Boston Traveler, Springfield Republican, Salem Evening News, Haverhill Evening Gazette, Springfield Daily News	1215 National Press Bldg.
Gebhart, Lee.	United Press Associations	1322 New York avenue.
George, A. R.	Associated Press	Star Building.
Gilbert, Clinton W.	Philadelphia Evening Public Ledger	1200 National Press Bldg.
Gill, Corrington C.	Bloomington Pantagraph, Danville Commercial-News, Madison Capital-Times, Akron Beacon-Journal, Dubuque Telegraph Herald, Milwaukee Wisconsin News	505 Albee Building.
Gleissner, John M.	Scripps-Howard Newspaper Alliance	1322 New York avenue.
Goodwin, Mark L.	Dallas News, Dallas Evening Journal, Galveston News	620 Albee Building.
Gridley, Charles O.	Portland Oregonian, East St. Louis Journal, Peoria Star, Rockford Register-Gazette, Bloomington Pantagraph	1379 National Press Bldg.
Griffin, Bulkley S.	Hartford Times, Pawtucket Times, Worcester Post, Concord Monitor-Patriot, Lewiston Sun, Barre Times, Brockton Enterprise	35 Wyatt Building.
Grimes, W. H.	Wall Street Journal	1091 National Press Bldg.
Groat, Carl D.	United Press Association	1322 New York avenue.
Groves, Charles S.	Boston Globe	307 Albee Building.
Hachten, Arthur W.	San Francisco Examiner	1317-1321 H street.
Hall, Frank A.	National Catholic Welfare Council, News Service	1312 Massachusetts avenue.
Hallgren, M. A.	International News Service	1317-1321 H street.
Hamilton, Charles A.	Buffalo Times, Troy Times	Post Building.
Hard, William.	Consolidated Press Association	520 Star Building.
Harris, Mary.	Women's Wear	505 Union Trust Building.
Hart, Edward J.	Wall Street Journal	1091 National Press Bldg.
Hart, Lee Poe.	New York Journal of Commerce	613 Albee Building.
Haupert, Paul F.	Associated Press	Star Building.
Hayden, Charles S.	Little Rock Democrat, Nashville Banner, St. Louis Star, St. Joseph News-Press, Wichita Falls Times, Fort Worth Star Telegram	999 National Press Building.
Hayden, Jay G.	Detroit News	903 Colorado Building.
Hayden, Mary Bainbridge.	Associated Press	Star Building.
Hayes, Stuart.	Contral News of America	205 Mills Building.
Heath, Louis Jay.	United Press Associations	1322 New York avenue.
Heinl, Robert D.	Wabash (Ind.) Plain Dealer	400 Insurance Building.
†Heiss, A. E.	Traffic World, Chicago	320 Mills Building.
Helm, William P., jr.	Rochester Democrat and Chronicle, Binghamton Press, Utica Daily Press, Syracuse Post-Standard	25 Wyatt Building.

(*Continued on page 269*)

WASHINGTON PRESS GALLERY

(Continued from page 268)

Name	Paper Represented	Office
Henle, Raymond Z.	Associated Press	Star Building.
Henning, Arthur S.	Chicago Tribune Press Service	42 Wyatt Building.
Herr, Horace H.	Kansas City Journal, Kansas City Post	1379 National Press Bldg.
Hildebrand, W. A.	Greensboro Daily News	623 Albee Building.
Holmes, George R.	International News Service	1317-1321 H street.
Hornaday, James P.	Indianapolis News	33 Wyatt Building.
Huff, Gordon	Associated Press	Star Building.
Hulen, Bertram D.	New York Times	715 Albee Building.
Hunt, Charles F.	Johnstown (Pa.) Tribune	608 Fourteenth street.
Huntley, Theodore A.	Pittsburgh Post-Gazette, Lancaster New Era, Duluth Herald	National Press Building.
Hutchinson, William K.	International News Service	1317-1321 H street.
Iden, V. Gilmore	United States Daily	2201 M street.
Jamieson, A. M.	Central News of America	205 Mills Building.
Jefferson, May F.	Women's Wear	505 Union Trust Building.
Jermane, W. W.	Seattle Times	905 Colorado Building.
Johns, E. B.	Brooklyn Standard Union	1115 Seventeenth street.
Jones, Coleman B.	Associated Press	Star Building.
Jordan, Dr. Max	Berliner Tageblatt	1259 National Press Bldg.
Joslin, Theodore G.	Boston Evening Transcript	911 Colorado Building.
Judd, Maurice	New York Sun	439 Munsey Building.
Keezer, Dexter M.	Denver Rocky Mountain News	1322 New York avenue.
Kelley, Charles M.	Altoona Mirror, Lancaster News and Intelligencer, Wilkes-Barre Record, Allentown Morning Call, Omaha World-Herald, Providence News, Scranton Times	505 Albee Building.
Kennedy, John A.	Universal Service, Sioux City Tribune	1317-1321 H street.
Kennedy, William P.	Washington Star	Star Building.
Kent, Russell	Birmingham News, Birmingham Age-Herald, Chattanooga Times, Daily News Record (New York), Montgomery Advertiser	424 Colorado Building.
Keyser, Charles P.	St. Louis Globe-Democrat	34 Wyatt Building.
King, Tom W.	Manitoba Free Press	1423 Clifton street.
Klein, Alfred	Day, New York	1412 Taylor street.
Knorr, Ernst A.	Central News of America	205 Mills Building.
Lambert, John T.	Boston Advertiser	1317-1321 H street.
Lamm, L. M.	Daily Metal Trade	1653 Pennsylvania avenue.
Lane, Robert R.	Newark Evening News	904 Colorado Building.
Lawrence, David	Consolidated Press Association	520 Star Building.
Lawson, William V.	Chicago Tribune Press Service	42 Wyatt Building.
Leach, Paul R.	Chicago Daily News	423 Washington Building.
Leggett, E. S.	Detroit Free Press	985 National Press Building.
Lerch, Oliver B.	Wall Street Journal	1091 National Press Bldg.
Lewis, Frank W.	Winston-Salem Journal, Wilmington (N. C.) Star, Chattanoga News	205 Munsey Building.
Lewis, Wilmott Harsant	London Times	340 Star Building.
Lilley, Charles J.	Birmingham Post, Oklahoma News, Knoxville News-Sentinel, Memphis Press Scimitar, El Paso Post, Fort Worth Press, Houston Press	1322 New York avenue.
Lima, Manoel de Oliveira	Jornal de Brazil, Rio de Janeiro; La Prensa, Buenos Aires	3536 Thirteenth street.
Lincoln, G. Gould	Washington Star	Star Building.
Linz, Bertram F.	Newport Daily News	622 Albee Building.
Linz, Clarence L.	New York Journal of Commerce, Newport Daily News	613 Albee Building.
Little, Herbert	United Press Associations	1322 New York avenue.
Livingstone, John A.	Raleigh News and Observer	1160 National Press Bldg.
Lockett, Edward B.	International News Service	1317-1321 H street.
Lodge, Henry Cabot	New York Herald Tribune	1005 National Press Bldg.
Loeser, John C.	Brockton Enterprise, Pawtucket Times	35 Wyatt Building.
Lord, Frank B.	Alexandria Gazette	1009 National Press Bldg.
Loucks, Philip G.	New Britain Herald, New Castle (Pa.) News, York Dispatch, Ithaca Journal-News, Williamsport Sun	1163 National Press Bldg.
Low, Sir A. Maurice	London Morning Post	The Connecticut.
Ludlow, Louis	Columbus Dispatch, Ohio State Journal, Denver Post, Dayton Herald, Dayton Journal, Sandusky Register, Cincinnati Commercial Tribune, Spokane Chronicle, Louisville Herald-Post	1399 National Press Bldg.
Lynn, Robert M.	Richmond News Leader, Wilmington (Del.) Every Evening, Roanoke Times, Hudson Observer, Hoboken, Danville Register, Newport News Press, Stanton News, Passaic Herald	1361 National Press Bldg.
McClatchy, Leo A.	Honolulu Star Bulletin, Oakland Tribune, Stockton Record, Reno Gazette, Long Beach Press Telegram, Fasadena Star-News, Vallejo Chronicle	901 District Bank Building.
McGahan, Paul J.	Philadelphia Inquirer	1240-42 National Press Building.
McGowan, P. H.	Macon News, Columbia State, Charleston Evening Post, Tampa Tribune	426 Bond Building.
McGrath, Justin	N. C. W. C. News Service	1312 Massachusetts avenue.
McKee, Oliver, jr.	Boston Evening Transcript	911 Colorado Building.
McKelway, Benjamin M.	Washington Star	Star Building.
McKinney, Guy D.	Chicago Tribune Press Service	42 Wyatt Building.
McNamee, Michael M.	Central News	205 Mills Building.
Mallon, Paul R.	United Press Associations	1322 New York avenue.
Manning, George H.	Bridgeport Post, Troy Record, Rochester Times-Union, Trenton Evening Times, Richmond Times Dispatch, Uniontown (Pa.) Herald, Passaic Daily News, Camden Courier, Jersey City Journal	1161-65 National Press Building.
Manning, George H., jr.	Atlantic City Press, Olean Herald, Asbury Park Press	1163 National Press Bldg.
Markham, Edgar	St. Paul Dispatch, St. Paul Pioneer Press	614 Albee Building.
Marks, Avery C., jr.	Washington Times	1317-1321 H street.
Marsden, Gertrude M.	Indianapolis News	33 Wyatt Building.
Marshall, C. G.	United States Daily	2201 M street.
Martin, Lorenzo W.	Louisville Times	1213 National Press Bldg.
May, Paul	Albany Times Union, Savannah Press	1235 New York avenue.
Meiman, Benjamin	Jewish Daily Forward	4203 Sixteenth street.
Mellett, Lowell	Washington News, Scripps-Howard Newspaper Alliance	1322 New York avenue.
Miller, Pierce	Washington Times	1317-1321 H street.
Merritt, Dixon	Nashville Banner	999 National Press Building.
Michael, Charles R.	New York Times	717 Albee Building.
Michelson, Charles	New York World	20-22 Wyatt Building.
Miller, Karl W.	Detroit News	903 Colorado Building.
Mobley, Radford E., jr.	Omaha World-Herald	505 Albee Building.
Monk, John E.	New York Times	717 Albee Building.
Morgan, Cole E.	International News Service	1317-1321 H street.
Mulligan, Ralph Coolidge	Boston Post	908 Union Trust Building.
Murphy, Marvin	Baltimore Sun, New Orleans Item-Tribune	1214 National Press Bldg.
Murphy, W. C., jr.	United States Daily	2201 M street.
Murray, K. Foster	Norfolk Virginian-Pilot, Detroit Free Press, Charleston News and Courier, Savannah Morning News	985 National Press Building.
Neal, William S.	International News Service	1317-1321 H street.
Neshitt, H. B.	Kansas City Star, Kansas City Times	610 Albee Building.
Nevin, John Edwin	Minneapolis Star, New York Evening Graphic	26 Jackson Place.
Norton, Robert L.	Boston Post	908 Union Trust Building.
Nourse, James R.	Universal Service	1317-1321 H street.
Noyes, Theodore P.	Washington Evening Star	Star Building.
O'Leary, J. A.	Washington Star	Star Building.
Oliver, D. Harold	Associated Press	Star Building.
Orme, Philip	Washington Herald	1317-1321 H street.
Orr, Flora G.	St. Paul News	1322 New York avenue.
Oulahan, R. V.	New York Times	717 Albee Building.
Peake, William Eugene	Cincinnati Times-Star	1393 National Press Bldg.
Philips, Harold K.	Cleveland Plain Dealer	611 National Press Building.
Pickens, R. S.	Associated Press	Star Building.
Plummer, Nixon S.	New York Times	717 Albee Building.
Price, Byron	Associated Press	Star Building.
Ragsdale, W. B.	Associated Press	Star Building.
Ralph, Henry D.	New Brunswick Home News, Beloit Daily News	1050 National Press Bldg.
Ramsay, Marion L.	Baltimore American	1317-1321 H street.
Reck, Alfred	United Press Associations	1322 New York avenue.
Remy, Robert	Havas News Agency	1293 National Press Bldg.
Rich, Corinne	Universal Service	1317-1321 H street.
Richards, Mrs. George F.	Worcester Gazette, Manchester Union, Lowell Sun, Norwich Bulletin, Keene Sentinel, New Haven Journal-Courier	George Washington Inn.
Richardson, Roy G.	Central News of America	205 Mills Building.
Rigby, Cora	Christian Science Monitor	1285 National Press Bldg.
Riley, Nelson J.	Associated Press	Star Building.
Roberts, Hugh W.	Charleston Gazette, Wheeling Register, Greenville (S. C.) News	1400 L street.
Roberts, Osgood	Washington Daily News	1322 New York avenue.
Roberts, Roy A.	Kansas City Star, Kansas City Times	610 Albee Building.
Robertson, Nathan W.	Washington Times	1317-1321 H street.
Roddan, E. L.	Los Angeles Examiner	1317-1321 H street.
Roosa, Floyd S.	Seattle Post-Intelligencer	1317-1321 H street.
Ross, Charles G.	St. Louis Post-Dispatch	23 Wyatt Building.
Ruth, Carl D.	Cleveland News	National Press Building.
Sack, Leo R.	Cleveland Press, Cincinnati Post, Toledo News-Bee, Columbus Citizen, Akron Press, Youngstown Telegram, Pittsburgh Press	1322 New York avenue.
St. Clair, David F.	Greensboro Daily News	623 Albee Building.
Sargent, Henry E.	Wall Street Journal	1091 National Press Bldg.
Sears, Tom L.	Associated Press	Star Building.
Sell, Kurt G.	Wolff's Telegraph Bureau of Berlin	1259 National Press Bldg.
Sheasby, Fred C.	Milwaukee Journal	Harrington Hotel.
Shumate, Dorothy	Women's National News Bureau	307 Lenox Building.
Silva, Hugo	La Nacion, Santiago, Chile	2305 Massachusetts avenue.
Simms, William Philip	Scripps-Howard Newspaper Alliance	1322 New York avenue.
Simonds, Frank H.	McClure Newspaper Syndicate	3108 P street.
Simpson, Kirk L.	Associated Press	Star Building.
Small, Sam W.	Atlanta Constitution	Route 1, Rosslyn, Va.
Smith, Carl	Oregon Journal, Portland	905 Colorado Building.
Smith, Charles Brooks	Wheeling Intelligencer	Hotel Roosevelt.
Smith, E. B.	Nashvile Tennessean	205 Munsey Building.
Smith, Hal Harrison	New York Times	717 Albee Building.
Smith, Leonard	New York Evening Post	1200 National Press Bldg.
Smith, Ralph	Atlanta Journal	Hotel Houston.
Smith, Robert B.	Philadelphia Public Ledger, New York Evening Post	1200 National Press Bldg.
Smith, Stanley H.	Traffic World, Chicago	320 Mills Building.
Snure, John	New York Herald-Tribune, Des Moines Register, Davenport Times	1005 National Press Bldg.
Speers, Leland C.	New York Times	717 Albee Building.
Stephenson, Francis M.	Associated Press	Star Building.
Sterner, Charles J.	Wall Street Journal	1091 National Press Bldg.
Stevens, H. C.	Minneapolis Journal	44 Wyatt Building.
Stewart, Charles P.	Central Press Association	817 Fourteenth street.
Stofer, Alfred J.	Birmingham News, Montgomery Advertiser	1261 National Press Bldg.
Stokes, Thomas L.	United Press Associations	1322 New York avenue.
Stratton, Clif	Kansas City Kansan, Topeka Daily Capital	
Stringer, Harry R.	Washington Herald	1317-1321 H street.
Strout, Richard L.	Christian Science Monitor	1285 National Press Bldg.
Sucher, Ralph G.	Rockford Star, Rock Island Argus, Youngstown Vindicator, Omaha World Herald	505 Albee Building.
Sullivan, Lawrence J.	International News Service	1317-1321 H street.
Sullivan, Mark	New York Herald-Tribune Syndicate	1701 H street.
Summers, George W.	Buffalo Courier-Express, Daily Oklahoman, Charleston Daily Mail	2112 F street.
Suter, John T.	Associated Press	Star Building.
Suydam, Henry	Brooklyn Daily Eagle	901 Colorado Building.
Sweinhart, Henry I.	Havas News Agency	1293 National Press Bldg.
Talley, Robert	Scripps-Howard Newspaper Alliance	1322 New York avenue.
Tappan, Tessie	Capital News	National Press Building.
Tate, Jack Bernard	United States Daily	2201 M street.
Thackrey, Eugene P.	Associated Press	Star Building.
Thistlethwaite, Mark	Indianapolis News, Fort Wayne Journal-Gazette, Evansville Courier-Journal	33 Wyatt Building.
Thompson, John S.	Newspaper Enterprise Association	1322 New York avenue.
Thornburgh, Robert S.	International News Service	1317-1321 H street.
Thornton, Willis	Washington Daily News	1322 New York avenue.
Thurston, Elliott L.	New York World	20-22 Wyatt Building.
Tiller, Theodore	Atlanta Journal, Baltimore Sun	1214 National Press Bldg.
Timmons, Bascom N.	Milwaukee Sentinel, Houston Chronicle, San Antonio Express, New York Morning Telegraph, Omaha Bee-News, Dallas Times-Herald, Tulsa World, New Orleans States, Shreveport Times	1255 National Press Bldg.
Todd, Laurence	Federated Press, Telegraph Agency of the Soviet Union	234 Maryland Building.
Torbett, George Pierce	Superior Telegram, La Democracia (San Juan, P. R.)	P. O. Box 1541.
Tucker, Ray T.	New York Telegram	1322 New York avenue.
Turner, Richard L.	Associated Press	Star Building.
Vernon, Leroy T.	Chicago Daily News	423 Washington Building.
Ward, Harry	International News Service	1317-1321 H street.
Warner, James E.	Providence Evening Bulletin	607 Hibbs Building.
Wasney, Joseph S., jr.	United Press Associations	1322 New York avenue.
Watkins, Charles D.	Associated Press	Star Building.
Watkins, Everett C.	Indianapolis Star	1397 National Press Bldg.
Watson, Kenneth R.	Cleveland Press, Cincinnati Post, Toledo News-Bee, Columbus Citizen, Akron Press, Youngstown Telegram, Pittsburgh Press	1322 New York avenue.
Weil, Arthur T.	Buffalo Evening News	1207 National Press Bldg.
Weir, Paul	Reuter's (Ltd.), London	Star Building.
Weller, Frank I.	Associated Press	Star Building.
Welliver, Judson C.	Washington Herald	1317-1321 H street.
West, James L.	Associated Press	Star Building.
Wheatley, Ralph W.	Associated Press	Star Building.
Wheaton, Warren	Philadelphia Public Ledger, Philadelphia Evening Public Ledger, New York Evening Post	1200 National Press Bldg.
Wile, Frederic William	Japan Advertiser (Tokyo, Japan), Philadelphia Record, Salt Lake Telegram, South Bend News-Times, Joliet Herald-News	619 Bond Building.
Williams, Gladstone	Miami Herald, Detroit Times, Syracuse Herald, Rochester Journal, Albany News, Albany Knickerbocker Press, Pittsburgh Sun-Telegraph	1246 National Press Bldg.
Williams, James L.	Associated Press	Star Building.
Williams, James T., jr.	Universal Service	1317-1321 H street.
Wilson, Lyle C.	United Press Associations	1322 New York avenue.
Wimer, Arthur C.	Hartford Times, Worcester Post	35 Wyatt Building.
Winter, R. E.	Minneapolis Star	26 Jackson Place.
Wood, Lewis	New York Times	717 Albee Building.
Wooton, Paul	New Orleans Times-Picayune	1253 National Press Bldg.
Wright, James L.	Buffalo Evening News	1207 National Press Bldg.
Wrigley, Thomas	Universal Service	1317-1321 H street.
Young, J. Russell	Washington Star	Star Building.

Superintendent Senate Press Gallery.—James D. Preston, Main 99.
Assistant Superintendent Senate Press Gallery.—William J. Collins, Main 99.
Superintendent House Press Gallery.—W. J. Donaldson, Main 1246.
Assistant Superintendent House Press Gallery.—Melvin P. Thrift, Main 1246.

STANDING COMMITTEE OF CORRESPONDENTS

Mark Thistlethwaite, *Chairman*

Charles G. Ross — G. Gould Lincoln
Paul R. Mallon — Ray T. Tucker, *Secretary*

WORLD-WIDE DIRECTORY OF ADVERTISING MEDIA

EDITOR & PUBLISHER herewith presents, for the benefit of those engaged in international trade and advertising, the complete directory of newspapers and periodicals of all nations as compiled and corrected to date by the Bureau of Foreign and Domestic Commerce, United States Department of Commerce. This is the second year that EDITOR & PUBLISHER has exclusively published this valuable list, now much more complete and accurate than in 1927. These data were collected by agents of the government scattered over the world and in that sense may be regarded as official. EDITOR & PUBLISHER is responsible for the addition of key numbers to designate the names of American special representatives of certain newspapers and periodicals, this being offered as a further service to the trading field. The kindly co-operation of the Bureau of Foreign and Domestic Commerce is gratefully acknowledged. In the following lists several are marked "unofficial" and these were prepared by EDITOR & PUBLISHER independently of the government.

KEY TO FOREIGN ADVERTISING MEDIUMS AND THEIR AMERICAN SPECIAL REPRESENTATIVES

CIRCULATION—Black faced figures show that an audit has been made. Plain numerals denote circulation claimed by the publisher. (E) before a numeral means circulation estimated. When a letter follows a numeral it indicates by whom the estimate is made, thus: A, advertising agency; L, local advertisers; R, government official making the report; X, other independent sources. Sizes are in inches or metric system. Lists marked "unofficial" were prepared by EDITOR & PUBLISHER from independent sources or from combined government and independent sources.

BM: Bi-monthly
BW: Bi-weekly
ED: Evening daily
exS: Except Sunday
MD: Morning daily
M: Monthly
Qt. Quarterly
SA: Semi-annual
SM: Semi-monthly
SW: Semi-weekly
Tri-M: Tri-monthly
Tri-W: Tri-weekly
W: Weekly
Yr: Yearly
* Issues rate card

AMERICAN REPRESENTATIVES

Following is a list of the Special Representatives of foreign newspapers in America, together with key numbers to be found in the lists following the names of the papers thus: (US 1):

(US 1) All-American Newspapers' Representatives, (Inc.), Graybar Bldg., New York City
(US 2) Roy Chandler, McAlpin Hotel, New York
(US 3) John D. Hamilton Co., (Inc.), 50 Church St., New York
(US 4) S. S. Koppe & Co., Times Building, New York
(US 5) R. de Llano, Times Building, New York
(US 6) Joshua B. Powers, 250 Park Ave., New York
(US 7) Carlos Pujol, 47 W. 34th St., New York
(US 8) G. J. M. Simons, 44 Beaver St., New York
(US 9) South American Newspapers, (Inc.), 160 Pearl St., New York
(US 10) El Universal of Mexico, Times Building, New York
(US 11) L. Wittert Van Hoogland, 29 Broadway, New York
(US 12) Zawadsky Advertising Agency, 154 Nassau St., New York

ADVERTISING MEDIA OF LATIN AMERICA

ARGENTINA

BAHIA BLANCA

(UNOFFICIAL) Name of Paper and U. S. Representative	Established	When Issued	Director	Circulation	Page Size (In Centimeters)	Av. No. of Pages
El Atlantico	1920	MD	E. T. Calcano	(E) 10,000 A	52 x 38½	8
El Censor	1896	ED	F. J. Wortelboer		36 x 52	14-16
El Siglo	1916	M ex. Mo.	Antonio Infante		6.1 x 50	16
LaNueva Provincia	1898	MD	Enrique Julio	(E) 10,000 A	52 x 35	16

BUENOS AIRES

Herald (English)	1877	M	E. G. L. Berry		57 x 44	14-24
Standard (English)	1861		Juan Mulhall		53 x 36	16-20
El Advisador Mercantil	1898	MD		31,400	38 x 28	28
El Hogar (US4)	1904	W		(E) 176,000	10 x 13	68
El Diario Espanol	1872	M	Norberto Laines	(E) 35,000 A	59 x 40	12
El Pueblo	1900	M	Enrique Oses		43 x 65	
El Diario	1881	E			32 x 50	20-24
La Argentina	1901	M	Dr. Romeo D. Saccone		58 x 40	12
La Epoca	1915	E	Delfor del Valle		65 x 42½	
La Fronda	1919	M	Francisco Uriburu		52 x 6	6
La Prensa (US6)	1859	M	Ezequiel Paz	(E) 230,000 A	61 x 43 7 cols.	36-66
La Nacion (US4)	1870	M	Jorge Mitre		60 x 46 8 cols.	30-62
La Razon (US6)	1905	E	Angel L. Sojo		54 x 62 7 cols.	16-24
La Republica	1918	M	Ricardo M. Pereyra		55 x 38 6 cols.	12-16
La Vanguardia	1894	M	Juan B. Justo		58 x 40	8-12
Critica (US7)	1913	ED		(E) 200,000 A	52 x 36	16-24
La Accion	1922	ED	E. T. Calcano	25,000	38 x 57	12
El Grafico (US6)	1919	W	Editorial Atlantida			46-60
Billiken (US6)	1919	W	Editorial Atlantida			40-50
Para Ti (US6)	1922	W	Editorial Atlantida			90-120
El Cronista Comercial	1908	MD		35,000	60 x 39	10
Deutsche La Plata	1868	MD		42,000	52 x 34½	16
Giornale d'Italia	1906	MD		(E) 30,000 A	55 x 39	8-12
La Patria Degli	1892	MD		(E) 60,000 A	58 x 40	10
Ultima Hora	1908	ED		95,000	38 x 55	16
Atlantida (US6)		W		80,583		
Don Goyo (US4)	1925	W		50,000	7 x 10¾"	66
Mundo Argentino (US4)	1910	W		193,264	9½ x 12"	40
Trade Publications						
Comments on Argentine Trade	1920	M		1,000	21 x 14 cm.	68
El Constructor	1901	W		(E) 4,000 A	12½ x 17½"	40
La Construccion Moderna	1925	W		(E) 6,000 A	26 x 36 cm.	52
La Ingenieria	1897	W		(E) 2,500 A	8½ x 12½"	50
La Revista de Arquitectura	1915	M		(E) 4,500 A	9 x 12½"	70

(UNOFFICIAL) Name of Paper and U. S. Representative	Established	When Issued	Director	Circulation	Page Size (In Centimeters)	Av. No. of Pages
CONCORDIA (Province of Entre Rios)						
El Heraldo	1918	E	Jacoba Liebermann		36 x 52	6
El Litoral	1901	E	Antonio Leoncio de Luque		36 x 52	6
La Provincia		E	Andres Rivera			
CORDOBA						
El Pais (US4)						
La Opinion	1914				57½ x 42	6
La Voz del Interior (US1)	1904	M			65½ x 43	12
Los Principos (US6)	1894	M	S. Dutari Rodriquez		53½ x 38½	16-24
CORRIENTES						
El Dia	1924	M			50 x 40	
El Diario		M				
El Liberal		M				
El Pueblo	1922	E	Manuel F. Rey		36 x 52	4-6
JUNIN						
El Heraldo		E	Arturo Poblet Videla			
La Verdad	1917	M	Vincente Peira		62 x 84	6
La Voz del Pueblo	1920	W (Sat)	Roque Florentino		40 x 29	6
LANUS						
La Actualidad	1922	W (Sun.)	Miguel A. Osinde		59 x 40	4
La Comuna	1916	W	Restituto Caraza		58 x 41	
LA PLATA						
Buenos Aires	1893	E	Arturo Condomi Alcorta		57 x 40½	8
El Argentino	1906	MD	Ramon T. Garcia	(E) 6,000 A	60½ x 39	8
El Dia	1884	MD	Hugo Stunz	16,000	53 x 36	12
Justica	1917	E	Pablo Ferreyra de la Cruz		2 cols.	
La Opinion	1920	E	F. M. Della Croce		6 cols.	8-10
La Palabra			R. Rosa Maciasm			
La Republica	1896	E	Pedro Diez Gomez		57 x 40½	8
Diario Los Debates	1901	E	Ricardo Almada		72 x 52	4-12
MAR DEL PLATA						
El Progreso	1896	E	Maximo Echegoy		72 x 52	10

(*Continued on page 272*)

SPECIALIZED CIRCULATION

EDITORIAL ATLANTIDA of Buenos Aires publishes four weekly magazines with a total circulation of about four hundred thousand copies weekly, bought by the middle and upper classes.

PARA TI—Exclusively for women.
ATLANTIDA—A general literary magazine for the home.
EL GRAFICO—Devoted exclusively to sports.
BILLIKEN—For children and their mothers.

Accurate circulation figures for each of these magazines can be furnished to advertisers. There is no waste circulation to pay for.

Rates and Sample Copies on Request

JOSHUA B. POWERS

Exclusive Representative

250 Park Avenue New York

A CURIOUS FACT

In the United States you can count on one hand the really big manufacturers who still produce their own advertising.

Thousands—in fact over 99 per cent use advertising agencies.

Yet, it is a curious fact that many export managers of these national advertisers struggle along producing their own advertising for export.

Despite the fact that their domestic sales departments find it more advantageous, more economical to use an agency—despite the fact that advertising abroad is far more difficult than domestic — despite the dilemma of selecting media; the dangers of language—despite all these things, they struggle along alone.

But there is another fact worth noting. All the manufacturers whose products *lead their fields in sales* use an export advertising agency for their advertising. More than thirty of these leaders (listed below) are clients of G. Allen Reeder, Inc.

MANUFACTURER	PRODUCTS ADVERTISED
A. P. W. Paper Company	Onliwon Paper Towels and Cabinets, A. P. W. Toilet Paper.
Black Flag Company	Black Flag Insecticides.
Blosser Company	Medicated Cigarettes.
Bristol-Myers Company	Ipana Toothpaste, Sal Hepatica.
Buxton, Inc.	Keytainers.
Carpenter-Morton Company	Colorite Hat and Fabric Dyes.
Durham Duplex Razor Co.	Safety Razors.
Elcaya Company	Elcaya Facial Cream.
Fellows Medical Mfg. Co., Inc.	Fellows Syrup of Hypophosphates.
Hawaii Tourist Bureau	Advertising Hawaii.
Holeproof Hosiery Co.	Holeproof and Luxite Hosiery.
I. B. Kleinert Rubber Co.	Dress Shields, Bathing Caps, Rubber and Rubberized Specialties.
Kraft Cheese Company	Kraft Cheese.
de Fioret, Inc.	Fioret Perfumes.
Menley & James, Ltd.	Iodex.
Moto Meter Company	Boyce Moto Meters and Spark Plugs.
Nestles Food Company	Canned Milk, Lactogen, Malted Milk, Chocolate.
Northam Warren Corp.	Cutex Manicure Specialties.
E. L. Patch Company	Patchol.
Parker Pen Company	Parker Duofold Pens and Pencils.
Phillips-Jones Corp.	Van Heusen Collars.
Remington Typewriter Co.	Remington Typewriting, Bookkeeping and Calculating Machines.
Sanborn Brothers	Creme Pantau.
William Schall & Co.	Romana Brand Sugar.
Shaw-Walker Company	Filing Cabinets, Steel Office Equipment.
Franklin Simon & Co.	Fifth Avenue Mail Order.
Standard Varnish Works	Paints and Varnishes.
Stewart & Company	Fifth Avenue Mail Order.
Western Cartridge Company	Ammunition.
A. J. White, Ltd.	Laxol.
York Safe & Lock Company	Small Office Safes, Bank Vault Equipment.

Inquiry Cordially Invited

G. ALLEN REEDER, INC.

International Advertising

Graybar Building, New York, U. S. A.

ADVERTISING MEDIA OF LATIN AMERICA

ARGENTINA (Cont'd)

(UNOFFICIAL)

Name of Paper and U. S. Representative	Established	When Issued	Director	Circulation	Page Size (In Centimeters)	Av. No. of Pages
MENDOZA						
El Liberal	....	.....	Fernando Lavoisier	.....	.....	.....
Los Andes (US1)	1883	MD	Jorge Calle	(E) 25,000 A	66 x 43½	10
La Libertad	1924	.....	Lucio Funes	.....	.....	.....
La Noche	....	H	Luis A. Llausas	.....	.....	.....
La Palabra	....	H	Jose H. Lencinas	.....	.....	.....
La Tarde	....	E	Froilan Ibarra	.....	.....	.....
La Voz de Cuyo	....	.....	Ramon G. Sanchez	.....	.....	.....
MERCEDES						
El Argentino	1921	M	Berholt Kreutzer	.....	55 x 36	4
El Orden	1894	M	Cayetano Lendino	.....	6 cols.	4
La Provincia	1910	M	Esteban Harreguy	.....	37 x 55	8
PARANA						
El Diario	1914	M	Juan Jose Castro	.....	59 x 41	8
La Accion	1912	M	Manuel A. Crespo	.....	57 x 40½	8
ROSARIO						
La Accion	1918	MD & ED	Francisco Scarabuno	(E) 35,000	19¼ x 25½	10
La Capital (US1)	1867	M	Joaquin Lagos	70,000	18½ x 25½	20
La Cronica	....	H	Angel Saggese	.....	.....	.....
El Deber	1901	W	Juan Grisoli	.....	58 x 40	4
El Pueblo	....	.....	Louis A. Desena	.....	.....	.....
El Tribuna del Comercio.	....	M	M. C. Arpino	.....	45 x 36	4
La Republica	1898	M	Luis San Miguel	.....	43 x 35½	8
Trade Publications						
Boletin Oficial de la Bolsa de Comercio	1911	SM	.....	3,500	10¼ x 7"	71
Revista del Centro Arquitectos de la Provincia de Santa Fe	1927	M	.....	2,000	10¼ x 8"	66
SALTA						
El Civico	1890	E ex. Sun.	.....	.....	58 x 40½	8
El Diario	....	H	.....	.....	.....	.....
La Nueva Epoca	1910	E ex. Sun.	.....	.....	5½ x 52	4
La Provincia	1906	H	.....	.....	51½ x 37	8
La Voz del Norte	1913	M ex. Sun.	.....	.....	5½ x 58	.....
SAN JUAN						
Diario Nuevo	1915	M	Hector Conte Grand	.....	45½ x 58	.....
Los Debates	....	H	Luis S. Bates	.....	.....	.....
SAN LUIS						
La Opinion	1913	H	Greforio N. Paez	.....	.....	4
La Reforma	1892	H	Justo del Cerro	.....	.....	.....
SANTE FE						
La Nueva Epoca	1886	MD	Orestes Neri	10,000	57 x 37	12-16
El Imparcial	....	H	.....	.....	41 x 58	12
TUCUMAN						
El Orden (US1)	1883	D	.....	50,000	.....	.....
La Gaceta (US6)	1912	MD	Alberto Garcia Hamilton	.....	.....	8-16

BRAZIL

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
BAHIA						
Newspapers						
A Capital	1926	MD—Portuguese	3,000	8	22 x 16"	All classes
O Democrata	1926	MD—Portuguese	1,500	4	22 x 18"	Municipal employes
Diario Da Bahia	1856	MD—Portuguese	4,000	8	24 x 17½"	All classes
Diario de Noticias	1876	ED—Portuguese	7,000	8	25 x 19"	All classes
O Imparcial	1918	MD—Portuguese	4,500	8	22½ x 15"	All classes
O Jornal	1925	ED—Portuguese	2,500	4	23 x 15½"	All classes
A Noite	1925	ED—Portuguese	6,000	8	21 x 12"	All classes
A Tarde	1915	ED—Portuguese	12,000	8	25 x 17½"	All classes
Magazines						
A Epoca	1923	SM—Portuguese	3,000	60	12 x 8"	All classes
Renascenca	1915	M—Portuguese	4,000	50	11 x 7"	Better classes
Trade Publication						
Boletin da Associacao Commercial da Bahia	1909	M—Portuguese	10,000	30	10½ x 7"	Commercial
FORTALEZA (Ceara)						
Newspapers						
Diario do Ceara	1919	MD—Portuguese	6,000	4	12⅞ x 18⅛"	General
O Nordeste	1922	ED—Portuguese	4,000	8	56 x 76 cm.	General, Catholic
MACEIO						
Newspapers						
Gazeta De Noticias	1921	D—Portuguese (E)	2,000 X	4	22 x 14⅞"	General, opposition party
Jornal de Alagoas	1908	MD-exMon—Portuguese (E)	3,500 X	8	14½ x 20⅛"	General, democratic
O Semeador	1913	D—Portuguese (E)	2,000 X	4	20½ x 14½"	Catholic, in general abstains from politics
MANAOS						
Newspaper						
Estado do Amazonas	1924	MD—Portuguese (E)	2,000 R	4	18 x 24"	Officials and employes of State Government
Jornal do Commercio	1904	MD—Portuguese	2,000 Daily 3,500 Sundays	4	24 x 18"	General, mostly commercial and professional people
O Dia	1924	ED—Portuguese (E)	1,800 R	4	15 x 23½"	General.
O Libertador	1924	MD—Portuguese (E)	1,500 R	4	18 x 24"	General
Trade Publication						
Revista da Associacao Commercial do Amazonas	1907	M—Portuguese	3,000	60	9¼ x 12¾"	Exporters, importers and business world in general
NATAL						
Newspaper						
A Republica	1889	MD—Portuguese (E)	6,000 R	4	24½ x 18"	General, government employes
OLAVARRIA						
Newspaper						
El Popular	1899	D—Spanish	3,000		50 x 34 cm.	All classes
PARA						
Newspapers						
Correio do Para	1926	MD—Portuguese (E)	2,500 R	8	22½ x 17½"	All classes
Estado do Para	1910	MD—Portuguese (E)	10,000 R	8	24½ x 17"	All classes
Folha do Norte	1896	MD—Portuguese. (E)	20,283 4,000 R	8	22 x 17"	All classes
Imparcial	1917	ED—Portuguese		4	22 x 17½"	All classes
Magazines						
Belem-Nova	1922	SM—Portuguese (E)	2,000 R	50	7¼ x 10½"	High and medium classes
A Semana	1918	W—Portuguese (E)	1,200 R	40	7½ x 10½"	High and medium classes
PARAHYBA						
Newspapers						
A Uniao	1891	MD—Portuguese (E)	6,000 R	4	24 x 18¼"	General
PERNAMBUCO						
Newspapers						
Correio Jornal	1925	ED-exS—Portuguese (E)	3,000 L	4-8	22¼ x 15"	General, sensational
Diario de Pernambuco (U. S. 4)	1825	MD-exMon—Portuguese (E)	10,000 X	8-10	22½ x 16¾"	Business and professional men, sugar, cotton, coffee planters
Diario do Estado	1924	MD-exMon—Portuguese (E)	3,000 X	6-8	17¼ x 22½"	Chiefly government officials and employes
Jornal da Lavoura	1923	W—Portuguese (E)	2,000 X	8	17 x 12"	Sugar mill and cotton mill owners, planters
Jornal do Commercio	1919	MD-exMon—Portuguese (E)	8,000 L	14	22½ x 16¾"	Chiefly business men
Jornal do Recife	1857	MD-exMon—Portuguese (E)	18,000 X	8-10	24¾ x 17¾"	General public
		ED-exS—Portuguese (E)	6,000 X	4-6	.....	

(*Continued on page 274*)

LA RAZON

of Buenos Aires

THE LEADING AFTERNOON NEWSPAPER OF ARGENTINA

In circulation, advertising, news content and prestige, LA RAZON ranks with the better afternoon newspapers in the United States.

Its three daily editions are bought by the substantial people of Argentina, approximately 150,000 of them, for which reason it deservedly publishes a very large volume of high-class advertising. Its automobile section, for instance, sets the pace for all automobile advertising in Argentina.

The experience of a quarter of a century has proven that it is necessary to use LA RAZON to cover Argentina properly.

Rates and Sample Copies on Request

JOSHUA B. POWERS

Exclusive Representative

250 PARK AVENUE **NEW YORK**

South America's Greatest Newspaper
La Prensa *of* Buenos Aires

MORE THAN A NEWSPAPER—AN INSTITUTION—Strict independence, freedom from political affiliations, vigorous editorial leadership, and a great volume of informative news have caused LA PRENSA of Buenos Aires to become known throughout the world as a great newspaper. Its outstanding public services, however, in fields that are not strictly a part of the business of publishing, have made it more than a newspaper. It has become an institution as much a part of Argentine national life as the constitution itself, which has been in existence about the same number of years.

FIRST IN PRESTIGE—For an American to understand the great influence of LA PRENSA and the unique hold that it has on its readers, it would be necessary to get the point of view of Argentine people. In the United States there is no newspaper that occupies quite the same position. The personality of LA PRENSA is a thing of itself, superior to any single person who has been a part of it, although among those who have directed and administered it, and written its contents, there have been many journalists who rank second to none. In a word, it might be said that the prestige of LA PRENSA is unquestioned because it has been consistently true to its own high code of ethics.

FIRST IN CIRCULATION—LA PRENSA has the largest newspaper circulation in South America. Authenticated and detailed statements of net circulation are issued to advertisers at regular intervals.

The latest statement was issued during September, 1927. This shows that the average daily circulation was 255,005, an increase of 19,993 as compared to December, 1926. The average Sunday circulation was 338,605, an increase of 33,545 in the same period. A copy of this statement will be sent on request.

The vigorous expansion of LA PRENSA'S circulation is probably best illustrated by the following records that have been successively established and broken:—

January 1, 1926..300,407	**January 1, 1927..350,308**
February 14, 1926.309,877	**November 13, 1927 .....353,024**
July 9, 1926.....321,204	
October 17, 1926..325,010	**January 1, 1928..423,300**

The continued growth is principally important because it is due, not to schemes and drives, but to constant improvement in editorial contents and increased service to readers.

The Home of LA PRENSA
Avenida de Mayo
Buenos Aires

FIRST IN LINEAGE—During the first ten months of 1927 LA PRENSA printed an average of 1,273,592 lines of advertising monthly, exceeding the second paper by approximately a quarter of a million lines monthly.

It is an interesting fact that in Argentina LA PRENSA does practically no soliciting for advertising, none for classified and very little for display. No accounts for ordinary classified advertising are carried on the books, and no advertisements are accepted by telephone. From eight to fifteen pages set in five point are received, cash attached, over the counter every day. That this advertising is highly productive is best attested by the fact that rates for classified advertising are as much as three times those of other important newspapers in Buenos Aires.

FIRST IN ROTOGRAVURE—In Buenos Aires LA PRENSA is the only newspaper that owns a rotogravure plant. This plant is fully equipped, and three presses are necessary to supply the needs of the paper. From sixteen to twenty-four pages are printed by this process for the Sunday edition, eight pages being devoted to pictures and the rest to a magazine section of extraordinarily high quality.

FIRST IN NEWS—Argentina is a cosmopolitan nation with far-flung interests. Because of this fact the principal interest of readers is in foreign news. For this kind of news, received by cable, LA PRENSA spends approximately $800,000 annually. All of this news is for its own use and not for syndication. It is probable that no other newspaper in the world prints such a large volume of foreign news, even at lower costs, daily. In addition to foreign news, most of which is supplied by the United Press Associations, LA PRENSA also covers the local news of Argentina in great detail. Features are of little importance, while informative news is everything in Argentina.

FIRST IN PUBLIC SERVICE—So famous are the public services of LA PRENSA that a great American newspaper sent a representative to Buenos Aires several years ago expressly to study them. Among the services that are free to the public are a medical and surgical clinic, industrial chemistry bureau, agricultural and stock raising bureau, legal department for consultations, lecture chamber, music school, and a public library.

SERVICE FOR EXPORT ADVERTISERS—An office has been established in New York by LA PRENSA to give merchandising service to export advertisers. Information will be furnished with regard to problems of selling in Argentina. Write for the booklet "Argentina as a Market for American Products," which will be sent free on request.

Joshua B. Powers - Exclusive Advertising Representative

14 Cockspur Street, London, S.W. 1 — 250 Park Avenue, New York City, N. Y.

ADVERTISING MEDIA OF LATIN AMERICA

BRAZIL—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
		ED—Portuguese (E)	6,000 L	4-6	17¾ x 24½"	General public
A Noite	1918	ED-exS—Portuguese (E)	4,000 L	4	22 x 15"	General (Nature sensational)
A Noticia	1922	ED—Portuguese (E)	5,000 R	4	23⅝ x 18"	General
A Provincia	1872	ED-exMon—Portuguese (E)	6,000 X	8	24⅝ x 18"	General
A Rua	1921	ED—Portuguese (E)	3,000 R	4	23½ x 17⅝"	General (sensational)
Magazines						
A Pilheria	1919	W—Portuguese (E)	2,000 X	36	7¼ x 10⅝"	General
Revista da Cidade	1926	W—Portuguese (E)	1,000 R	28	10¾ x 7½"	General public
Rua Nova	1923	W—Portuguese (E)	2,000 R	24-30	7¼ x 10⅝"	General public
Newspapers		**PORTO ALEGRE**				
Correio do Povo	1895	MD-exMon—Portuguese (E)	23,000 L	16	24½ x 17"	All classes
Diario de Noticias	1923	MD-exMon—Portuguese (E)	10,000 L	12	22½ x 17¼"	All classes, particularly progressive
A Federacao	1884	ED—exS—Portuguese (E)	12,000 L	8	24½ x 17"	All classes, especially Government employes
Trade Publication						
O Criador Brasileiro	1922	M—Portuguese	3,000	30	9 1/16 x 12¾"	Better class of farmers and ranchmen
Newspapers		**RIO DE JANEIRO**				
Correio da Manha	1902	MD—Portuguese (E)	50,000 A	16	588 x 440 mm.	Better class and business men
O Globo	1925	ED—Portuguese (E)	35,000 A	8	548 x 391 mm.	All classes
O Jornal	....	MD—Portuguese (E)	48,000 A	32	548 x 385 mm.	Better class and business men
Jornal do Brasil (U. S. 6)	1892	MD—Portuguese (E)	50,000 A	30	546 x 381 mm.	All classes
Jornal do Commercio	1827	MD—Portuguese	15,000 A	28	612 x 482 mm.	Commercial class
A Manha	1925	MD—Portuguese (E)	75,000 A	14	548 x 457 mm.	All classes
A Noite	1910	ED—Portuguese (E)	85,000 A	8	544 x 387 mm.	All classes
O Paiz	1884	MD—Portuguese (E)	20,000 A	12	540 x 457 mm.	Better class
A Patria	1920	MD—Portuguese (E)	32,000 A	26	600 x 391 mm.	Middle class
A Vanguarda	1921	ED—Portuguese (E)	32,000 A	12	560 x 388 mm.	Middle class
Magazines						
Fon-Fon	1906	W—Portuguese (E)	22,000 A	60	24 x 16 cm.	Good class, appeals to younger element
Supplemento Semanal Illustrade (U. S. 6)	1925	W—		6	.....	
Frou-Frou	1923	M—Portuguese (E)	7,500 A	72-100	26 x 19½ cm.	Women, better class
O Malho	1901	W—Portuguese (E)	28,000 A	64	27 x 18½ cm.	Middle class
Para Todos	1919	W—Portuguese (E)	15,000 A	62	26½ x 18½ cm.	Better class
Revista da Semana (U. S. 4)	1899	W—Portuguese (E)	28,000 A	44	33½ x 23.7 cm.	Better class
A Scena Muda (U. S. 4)	1920	W—Portuguese (E)	32,000 A	36-48	28.8 x 19.8 cm.	Moving picture fans
Vida Domestica	1921	M—Portuguese (E)	25,000 A	140	26½ x 20 cm.	Women, better class
Trade Publications						
Brazilian American (U. S. 6)	1919	W—English (E)	2,500 A	50	27½ x 18.7 cm.	English-speaking
Brazilian Business	1920	M—English (E)	1,000 A	36	27 x 18½ cm.	American business men
Brazil-Ferro-Carril	1895	W—Portuguese (E)	5,000 A	40	27½ x 18 cm.	Railroad men and machinery men
Careta	1907	W—Portuguese (E)	25,000 A	44	23½ x 16 cm.	Politicians and business men
Monitor Mercantil	1914	W—Portuguese (E)	12,000 A	32	29 x 20 cm.	Business men and banks
Revista das Estradas de Ferro	1924	SM—Portuguese (E)	3,000 A	44	27½ x 19½ cm.	Railroad men and machinery men
Wileman's Brazilian Review	1898	W—Portuguese (E)	2,000 A	42	27 x 19.2 cm.	Business men and banks, coffee brokers, steamship companies
Newspapers		**SANTOS**				
Commercio de Santos	1920	MD—Portuguese	6,000	8	.....	Various
Gazeta do Povo	1917	ED—Portuguese	3,500	8-12	40 x 60 cm.	Various
Jornal da Noite	1920	ED—Portuguese	10,000	6	60 x 40 cm.	Various
Praca de Santos	1920	MD—Portuguese	10,000	16	42 x 36 cm.	Coffee merchants importers, C. H. brokers
A Tribuna	1894	MD—Portuguese	15,000	16	40 x 55 cm.	Various—Independent and Conservative paper
Magazine						
Flamma	1921	M—Portuguese	9,000	60	27 x 18½ cm.	Various
Newspapers		**SAO PAULO**				
Anglo-Brazilian Chronicle	1922	W—English	2,350	16	42 x 28 cm.	English, American and foreign colony, some Brazilians
A Capital	1910	ED-exS—Portuguese (E)	5,000 A	4-6	20½ x 13"	Largely political sheet; little news service, laborist tendency
O Combato	....	ED			22 x 15⅝"	Independent, informing and of political activities
Correio Paulistano	1854	MD—Portuguese (E)	25,000 A	14	80 x 40 cm.	Government supporters, planters
Deutsche Zeitung (Diario Allemao)	1896	ED—German (E)	10,000 A	8	63 x 48 cm.	German colony, importers, exporters, plantation owners, small shop owners, laborers, servants
Diario da Noite	1924	ED—Portuguese (E)	18,000 L	8-12	43 x 62 cm.	Upper classes, especially opposition party and planters
Diario Espanol	1897	Tri-W Spanish (E)	5,000 A	4	13½ x 19½"	Spanish colony
Diario Popular	1884	ED—Portuguese (E)	15,000 A	8	57 x 39 cm.	Housekeepers and servants, business men
O Estado de Sao Paulo	1876	MD—Portuguese (E)	65,000 L	18-32	18 x 32 cm.	

(Continued on page 276)

Argentina
La Nacion
Buenos Aires
Mundo Argentino
El Hogar
Don Goyo
El Pais
Cordoba

Chile
El Mercurio
Santiago
Valparaiso
Antofagasta
Zig-Zag
Sucesos
Familia
Los Sports
Corre Vuela

Colombia
El Espectador
Bogota

Cuba
El Mundo
Havana
Bohemia

Denmark
Berlingske Tidende
Copenhagen

Ecuador
La Nacion
Guayaquil

Finland
Hufvudstadsbladet
Helsingfors

France
L'Excelsior
Le Petit Parisien
Paris

Norway
Tidens Tegn
Oslo

Peru
El Comercio
La Cronica
Lima
Variedades
Mundial

Sweden
Dagens Nyheter
Stockholm

Uruguay
Diario Del Plata
El Plata
Montevideo
Mundo Uruguayo

Are you selling Overseas?

We serve the American manufacturers and advertising agencies in much the same way local newspapers serve them in the domestic market.

We are, in fact, the advertising and sales-promotion departments of some of the world's leading publications.

Complete and reliable information regarding markets, merchants and merchandising methods will be gladly furnished.

S. S. KOPPE & CO., Inc.
Publishers' Representatives
Times Building New York City
Bryant 6900
Affiliated with S. S. Koppe & Co., Ltd., Chronicle House
72-78 Fleet Street, E. C. 4, London, England.

"Ask LA NACION about ARGENTINA"

LA NACION
of BUENOS AIRES

is recognized as one of the *World's Greatest Newspapers.* This is proved by the fact that it is the *only* morning newspaper in Buenos Aires which publishes the complete report of the Associated Press. It also maintains special correspondents in New York, Paris, London, Rome, Madrid and other European countries.

LA NACION could not continue to maintain and increase its margin of leadership in Argentina if it did not best serve the interests of its advertisers.

During the first six months of last year, LA NACION published more display advertising by 629,734 lines over that of its nearest competitor.

Here are the figures in all classifications of display advertising for the last six months:

1927	LA NACION	NEAREST COMPETITOR	LA NACION LEADS BY
July	554,708	423,500	131,208
August	497,112	416,414	80,698
September	487,564	379,148	108,416
October	562,408	422,268	140,140
November	531,300	438,516	92,784
December	735,504	577,808	157,696
Totals for period:	3,368,596	2,657,654	710,942

FOR THE ENTIRE YEAR 1927

LA NACION LEADS BY 1,340,676 LINES

To the American manufacturer and the advertising agency LA NACION offers, through its offices in New York, every possible assistance in securing necessary information about Argentina—one of the world's greatest markets for American goods.

Editorial and General Offices in the United States:
W. W. DAVIES
Correspondent and General Representative
383 Madison Ave., New York

United States Advertising Representatives:
S. S. KOPPE & CO., Inc.
Times Bldg., New York
Telephone: Bryant 6900

Write for "Advertising in Argentina" and "Certified Circulation," by Dr. Jorge A. Mitre, Publisher of LA NACION

It Pays to Advertise in LA NACION

"Ask ARGENTINA about LA NACION"

ADVERTISING MEDIA OF LATIN AMERICA

BRAZIL—Continued

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Fanfulla	1892	MD—Italian (E)	35,000 L	12	56 x 42 cm.	Italian colony, especially up country
Folha da Manha	1924	MD—Portuguese Some Italian (E)	15,000 A	12-16	44 x 33 cm.	General
Folha da Noite	1921	ED—Portuguese (E)	12,000 L	8	44 x 33 cm.	All classes, especially those interested in sports and amusments
A Gazeta	1896	ED—Portuguese (E)	18,000 A	8	55 x 38 cm.	Those interested in politics and sports
Jornal do Commercio	1916	MD—Portuguese (E)	35,000 A	10	65 x 45 cm.	Business men, shopkeepers and conservative classes
Il Moscono	1925	W—Italian	50,000	24	11 x 7½"	Italian colony
Il Piccolo	1915	MD—Italian (E)	10,000 A	8-16	60 x 43 cm.	Italian colony
A Platea	1888	ED—Portuguese (E)	12,000 A	8	47 x 63 cm.	Business men, shopkeepers and general
Sphynge	1906	MD-exS—Arabic	3,500	4	66 x 58 cm.	Syrians
Times of Brazil	1919	W—English	2,000	16	32 x 24 cm.	English, American and foreign colony, some Brazilians
La Tribuna Italiana	1920	MD—Italian (E)	2,500 A	6	13½ x 19¾"	Small Italian shopmen, laborers, chauffeurs
Magazines						
Ariol	1923	M—Portuguese	5,000	50	11 x 7½"	Highest class of society, business, sport, etc.
A Cigarra	1912	SM—Portuguese	28,000	60-72	16 x 24 cm.	Society and sport lovers
Revista Feminina	1914	M—Portuguese	15,000	100-120	18 x 27 cm.	Society, jeunesse doree
Trade Publications						
Automobilismo	1926	M—Portuguese (E)	3,500 L	50	7¼ x 10"	Automobile and accessory dealers and general public
Chacaras E. Quintaes	1910	M—Portuguese	15,000	100	16 x 23 cm.	Farmers, poultry fanciers and stockmen
Criador Paulista	1906	M—Portuguese	15,000	32	27½ x 19 cm.	Stockmen, farmers
Newspapers		**VICTORIA**				
Diario de Manha	1905	MD—Portuguese	5,000	6-8	62 x 44 cm.	Government officials and employes.
Folha do Povo	1924	ED—Portuguese (E)	1,200 X	4	48 x 31 cm.	Working classes, poorer classes in general
Jornal do Commercio	1926	MD—Portuguese (E)	1,000 X	6	56 x 38 cm.	General
Magazine						
Vida Capichaba	1923	SM—Portuguese (E)	3,000 X	50	22 x 16 cm.	General

BOLIVIA

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers		**COCHABAMBA**				
El Comercio	1925	MD-exMon—Spanish	1,500	8	28 x 55 cm.	General.
El Republicano	1915	MD—Spanish	2,000	8	50 x 25 cm.	General.
Newspapers		**LA PAZ**				
El Diario	1904	MD-exMon—Spanish	8,500 (Daily) 9,300 (Sunday)	8-16	13½ x 20"	General.
La Razon	1916	MD-exMon—Spanish	6,000	8-12	52 x 34 cm.	General.
La Union	....	SW—Spanish	5,000			
Trade Publications						
Boletin Comercial	1918	W—Spanish	1,200	32-100	7½ x 10½"	General.
Boletin Mercantil	1922	MD-exS—Spanish	500	8	8½ x 11½"	Merchants.
Newspapers		**ORURO**				
La Nacion	1925	MD—Spanish	2,500	8	40 x 25 cm.	General.
Newspapers		**SANTA CRUZ**				
La Prensa	1916	MD—Spanish	600	4		General.
El Progresista	1922	SW—Spanish	1,100	4-6	43 x 28 cm.	General.
Newspaper		**SUCRE**				
El Pais	....	BW—Spanish	1,200	4	55 x 39 cm.	General
Newspaper		**TRINIDAD**				
La Voz del Pueblo	1915	W—Spanish	600	4 & 6		General

CHILI

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers		**ANTOFAGASTA**				
El Industrial	1881	ED—Spanish (E)	4,000 X	8	17 x 21½"	General public.
El Mercurio de Antofagasta (U. S. 4)	1906	MD*—Spanish (E)	12,000 X	12	22⅞ x 15¾"	General public.
El Sol (U. S. 4)	1926	MD*—Spanish (E)	5,000 X	8	38 x 55 cm.	General public.
Magazines						
Comentarios	1926	W*—Spanish	2,000	40	10½ x 7½"	General public.
El Pollo Tejada	1918	W—Spanish	3,000	4	10½ x 15"	Satirical: largely read by youths.

(*Continued on page 278*)

Foreign News Service

In the field of international journalism **EDITOR & PUBLISHER** and **The Fourth Estate** is the leading class medium, reaching a large number of the world's most influential editors, publishers, correspondents and advertising representatives.

Never before has any journal sought to give to its readers the complete official list of international advertising media.

Read Editor & Publisher and keep abreast of the world's tides of newspaper interest.

Editor & Publisher

1700 Times Building, New York

In Valparaiso

Successful Advertisers Use

LA UNION

LA UNION has the largest circulation in Valparaiso.

It prints more local advertising than any other newspaper there.

Its readers belong mostly to the conservative well-to-do classes.

LA UNION was established in 1885.

Rates and Sample Copies on Request

JOSHUA B. POWERS

Exclusive Representative

250 Park Avenue New York

PENNSYLVANIA *and* *Prosperity in* 1928

It is not difficult to forecast the prosperity of the Keystone State for 1928. This market produces so many of the important commodities, or necessities, that regardless of whether it is a presidential year, or whether it is leap year, or whether the wise prognosticators may forecast, this great work shop of a state is going to keep being busy, and see to it that the folks have at least their daily necessities.

What does this mean? It just means that the people of this great state are too busy to leave their work to worry about presidential elections. They are keeping their mills and great factories working at full blast, and employment is plentiful. Now as long as people are busy and keep working, one need never fear about hard times, or lack of money to spend. This is just the condition you will find in the Keystone State. There is plenty of work for all, there is plenty of money in circulation. Wholesale and retail business is good, so that you can come to this market any and every time and do a good business. Furthermore if you want to tell your story to these busy people, the best way is thru the daily newspapers.

	Circulation	2,500 lines	10,000 lines
*Allentown Call .....(M)	33,477	.11	.11
*Allentown Call .....(E)	23,978	.11	.11
†Beaver Falls Tribune.....(E)	7,301	.03	.03
†Bethlehem Globe Times ....(E)	15,160	.06	.06
†Brownsville Telegraph ....(ME)	9,604	.04	.04
*Chester Times .....(E)	20,011	.08	.07
††Coatesville Record .....(E)	6,866	.035	.03
Connellsville Courier .....(E)	5,746	.03	.03
*Easton Express .....(E)	34,526	.10	.10
*Erie Times .....(E)	33,041	.08	.08
†Greensburg Tribune Review(EM)	14,804	.05	.05
†Hazleton Plain-Speaker ....(E) } †Hazleton Standard-Sentinel ... }	20,685	.02	.07
*Mount Carmel Item .....(E)	4,361	.0285	.0285
*Oil City Derrick .....(M)	7,507	.04	.04
*Scranton Times .....(E)	44,520	.13	.12
*Sharon Herald .....(E)	7,752	.0357	.0357
*Sunbury Item .....(E)	6,245	.035	.035
*Warren Mirror-Times .....(ME)	9,204	.043	.043
*Washington Observer and Reporter .....(M&E)	18,230	.06	.06
†West Chester Local News ...(E)	11,882	.04	.04
*Wilkes-Barre Times Leader...(E)	26,442	.10	.07
†Williamsport Sun and Gazette & Bulletin.....(M&E)	30,006	.09	.09
†York Dispatch .....(E)	20,202	.06	.06

*A. B. C. Publisher's Statement, October 1, 1927.

†Government Statement, October 1, 1927.

††Government Statement, March 31, 1927.

ADVERTISING MEDIA OF LATIN AMERICA

CHILI—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
ARICA						
Newspapers						
La Aurora	....	MD-exMon—Spanish	....	4	19½ x 13½"	General public.
El Ferrocarril	1906	ED-exS—Spanish (E)	500 X	4	19 x 13½"	General public.
CHILLAN						
Newspaper						
La Discusion (U. S. 1)	1870	MD—Spanish	3,800	8	20 x 15"	General.
CONCEPCION						
Newspapers						
La Patria	1923	MD*—Spanish	8,000 Sunday 10,000	10	23 x 17¼"	Catholic Church Organ.
El Sur (U. S. 1)	1882	MD*—Spanish	25,000	14	23 x 17¼"	ing business General, including men and farmers.
IQUIQUE						
Newspapers						
El Nacional	1890	ED—Spanish (E)	2,500 R	8	18 x 22½"	All classes.
La Patria	1891	ED—Spanish (E)	2,000 R	8	18 x 22½"	All classes.
La Provincia	1913	MD—Spanish (E)	7,000 X	12	18 x 22½"	All classes.
El Tarapaca (U. S. 6)	1894	MD—Spanish (E)	5,000 R	12	18 x 22½"	All classes.
LA SERENA						
Newspapers						
El Chileno	1906	MD—Spanish	3,500	4		General public of Coquimbo Province.
El Coquimbo	1879	ED—Spanish	3,000	4	50 x 38 cm.	General public of Coquimbo Province.
LIMACHE						
Newspaper						
La Prensa	1919	SW—Spanish	2,000	4	15¼ x 21½"	General public.
LOS ANDES						
Newspaper						
La Gazeta	1921	ED—Spanish	1,000	4		General public.
LOS ANGELES						
Newspaper						
El Siglo	1896	MD*—Spanish	4,000	6	20 x 14"	General.
NEGREIROS						
Newspaper						
La Defensa	1926	W—Spanish	850	6	11 x 15"	Largely laborers in nitrate region.
PUERTO MONTT						
Newspaper						
El Correo del Sur	1910	MD—Spanish	1,200	8	24 x 15"	General.
PISAGUA						
Newspaper						
La Ley	1922	SW—Spanish	800	6	11 x 15"	Mostly laborers of nitrate region.
PUNTA ARENAS						
Newspapers						
El Magallanes	1894	ED—Spanish (E)	3,500 X	12	14½ x 20½"	Popular—all classes
The Magellan Times	1914	W—English (E)	500 X	16	15½ x 21½"	English speaking community.
La Union	1912	MD—Spanish (E)	1,200 X	12	14½ x 20½"	All classes.
Trade Publication						
Revista Menendez Behety	1924	M—Spanish (E)	1,500 X	110	7 x 10¼"	Those of highest purchasing capacity.
QUILLOTA						
Newspaper						
El Diario	1899	MD—Spanish	800	4	35 x 50 cm.	Business, industrial and professional men.
SANTIAGO						
Newspapers						
El Diario Ilustrado (U. S. 1)	....	MD—Spanish (E)	17,000 X	....		Wealthy. Mostly partisans of the Roman Catholic Church.
El Mercurio (U. S. 4)	1900	MD*—Spanish	42,000	20	42½ x 58 cm.	All classes.
La Nacion (U. S. 6)	1916	MD—Spanish	42,000	24	39 x 57 cm.	All classes.
Los Tiempos (U. S. 6)	1921	ED*—Spanish (E)	16,000 X	24	29 x 39 cm.	Chiefly men of all classes.
Las Ultimas Noticias	1901	ED-exS—Spanish (E)	18,000 X	20	43 x 30 cm.	Chiefly men of all classes.
Magazines						
Familia (U. S. 4)	1908	M*—Spanish (E)	20,000 X	....	10 x 14½"	Women of the upper and middle classes.
Los Sucesos (U. S. 4)	1901	W—Spanish (E)	35,000 X	72	10 x 7"	Better classes of buying public.
Zig-Zig (U. S. 4)	1904	W—Spanish (E)	30,000 X	....	7 x 10"	Better class of buying public.
Trade Publications						
Auto & Aero (Official Organ of Santiago Automobile Association)	1913	M—Spanish	7,500	66	7¼ x 10½"	People interested in automotive activities.
Motor (U. S. 6)	1925	M—Spanish (E)	1,000 X	84	10½ x 7¼"	People interested in automotive activities.
La Riqueza Minera de Chile	1921	M—Spanish	2,000	20	28 x 38 cm.	Miners, purchasers and sellers of ore, vendors of mining supplies.

(Continued on page 280)

LA NACION
OF SANTIAGO

Has the Largest Newspaper Circulation in Chile

Slightly more than ten years ago, a new morning newspaper, destined to put a changed spirit into Chilean journalism, appeared. This was LA NACION. Edited and published by men with the youthful spirit that has made Chile strong and progressive, the success of LA NACION came early. Today it enjoys the largest circulation in Chile, together with prestige of a very high order.

LOS TIEMPOS, the afternoon newspaper published by the same organization, has the largest afternoon circulation in Chile.

Rates and Sample Copies on Request

JOSHUA B. POWERS

Exclusive Representative

250 Park Avenue New York

"Ask EL MERCURIO about CHILE"

EL MERCURIO

SANTIAGO VALPARAISO

CHILE

is the unchallenged leader in the journalistic field of Chile. It was founded in 1827 and thus far has given Chile a Century of Service!

EL MERCURIO is published separately in Santiago and Valparaiso. It completely blankets these two key cities and, in addition, its sphere of influence extends from Santiago south to Concepcion and from Valparaiso north to Antofagasta.

Chile, like the rest of the West Coast of South America, is not so subservient to European influences as are some of the East Coast countries. Coupled with the keen admiration which Chileans feel for American ways, this fact makes Chile a fertile field for American goods, needing only scientific and constant cultivation.

EL MERCURIO can help you solve many of your sales problems.

S. S. KOPPE & CO., Inc.

Publishers' Representatives

Times Building Bryant 6900 New York City

***Affiliated with* S. S. KOPPE & CO., Ltd.**

Chronicle House, 72-78 Fleet Street, E. C. 4, London, England

"Ask CHILE about EL MERCURIO"

EDITOR & PUBLISHER
THE FOURTH ESTATE
as an advertising medium

Known, read, used, loved and followed everywhere as the Newspaper and Advertising man's NEWS PAPER.

A week ahead on all important stories.

EDITOR & PUBLISHER reaches the buying power of its field as few other publications of any kind.

It is MADE for the men who have arrived—the master-craftsmen in publishing and advertising.

MASTER-CRAFTSMEN have supreme confidence in it. As no other class of men, they know *advertising* values as thoroughly as they do *news* values. They regard advertisements of space, products and services which they buy and sell and need as AN ESSENTIAL PART of what EDITOR & PUBLISHER, the Fourth Estate is to them and does for them.

THAT'S WHY EDITOR & PUBLISHER, the Fourth Estate—The Newspaper Advocate — carried more newspaper advertising last year than any other paper in the world.

ADVERTISING RATES are the lowest in the field, considering units of purchasing power and increases in NET PAID Circulation since the following schedule of rates went into effect on May 1, 1927.

EDITOR & PUBLISHER—THE FOURTH ESTATE'S SCHEDULE OF ADVERTISING RATES

1. GENERAL ADVERTISING

a. b. c.

Transient rate 75c per agate line minimum 14 lines—1-inch)

	Agate Lines	Single insertion	6 insertions within year per insertion	12 insertions within year per insertion	26 insertions within year per insertion	52 insertions within year per insertion
Full page	672	$250.00	$225.00	$200.00	$190.00	$168.00
Half page	336	140.00	120.00	110.00	100.00	95.00
Quarter page ..	168	75.00	70.00*	65.00*	60.00*	55.00
Eighth page ..	84	50.00	45.00*	40.00*	33.00*	30.00
Sixteenth page.	42	30.00	25.00*	20.00*	17.00*	16.00

All 55 consecutive-insertion contracts (see last column above) are based on consecutive insertions within the year. Extra space is charged at the 52-insertion rate but contract is credited for one insertion only.

Half pages and full pages on 6, 12 and 26-time contracts may be used at the option of the advertiser within the twelve-month period. *Quarter, eighth and sixteenth pages must be on definite copy schedule.

Contract advertisers are accorded the privilege of same insertion rate for larger space. For example: an advertiser under contract for twenty-six (26) quarter-pages at $55 per insertion is accorded the privilege of half page at $95 and full page at $165, but such advertisement is to be credited on contract as but one insertion of contract space.

d. **PREFERRED POSITIONS**—Front and back cover rates on application. Inside front and back covers on application. All other positions 25% extra.

e. Minimum size of advertisements, 14 agate lines on one column. All advertisements must be at least as many inches deep as they are columns wide.

f. All rebates earned by advertisers using more than contracted space within life of contract, are paid in advertising space to be used within one month after expiration of contract.

No contracts are accepted for a period of more than 12 months.

No contract will be pre-dated and no rebate will be allowed on transient advertishing used prior to signing of contract.

g. Advertisers may discontinue contracts upon written notice of fifteen days and payment shall be made for space used at rate earned by number of insertions covering said space. The EDITOR & PUBLISHER COMPANY reserves the right to cancel contracts at any time upon written notice of fifteen days and rates for space used shall not exceed contract terms.

h. All rates quoted on this card apply to advertising in main section of regular editions only. Rates for advertising in any supplements or special editions will be at publishers' option. Whenever regular card rates are allowed for advertising in a supplement contract, advertisers can transfer their space from main section to supplement section only through special arrangement with Editor & Publisher, the Fourth Estate.

2. CLASSIFICATIONS

a. All rates and terms on first page of this card apply to all classes of display advertising.

b. Classified Advertising: Situations Wanted, 1 time—.40 per line; 2 times—.35 per line; 3 times—.30 per line. All other classifications, 1 time—.60 per line; 4 times—.55 per line.

3. READING NOTICES—(None)

c. All advertisements inserted on a strictly cash basis, except on orders from contract advertisers.

d. Special rates quoted for 13, 26 and 52 insertions.

e. White space charged at same rate per line per insertion as earned by frequency of insertion.

4. COMMISSIONS AND CASH DISCOUNT

a. Agency Commission—15%.

b. Two (2) per cent. cash discount allowed on current advertising bills paid on or before the tenth (10th), provided all previous bills are paid.

c. All accounts payable net 30 days and subject to sight draft immediately thereafter.

5. MECHANICAL REQUIREMENTS

a. Column width, 13 ems. b. Columns depth, 168 lines. c. Columns to page, 4.

d. Size of type page, 9 x 12 inches.

e. Center spread, 12 inches deep x 19 inches wide. Half pages either 12 in. x 2 col., 6 in. x 4 col. or 8 in. x 3 col. Quarter pages, 12 in. x 1 col. or 6 in. x 2 col.

f. Forms close Thursday, week of issue. Advertisements must be in office by Wednesday P. M. for current week's issue. Corrections on advertisements may be made up to Thursday noon.

g. All cuts should accompany copy. h. Half tones should be 120 screen. Can use originals, electros or mats.

i. Engravings, electrotypes, etc., are made at the expense of the advertiser and are not subject to cash discount. Advertising copy will be prepared by the service department of EDITOR & PUBLISHER at an additional charge of 10%. EDITOR & PUBLISHER will not be responsible for errors in advertisements, due to failure to return proof in time to make corrections.

Failure to furnish new copy on definite insertion contract will compel use of previous advertisement.

6. CIRCULATION

a. Member of A. B. C. b. Publishing date—Saturday of each week.

c. Subscription Rates—Domestic, $4.00; Canada, $4.50; Foreign, $5.00

d. Devoted to Journalism and Advertising—"The Newspaper Advocate"—Specializing in the "Spot News" of the publishing and advertising business.

e. Circulates among Newspaper Executives, National Advertisers and Advertising Agency Executives, controlling general advertising accounts.

f. A. B. C. Publisher's Statement: Total distribution for December 31 issue was 10,200 copies.

Branch Offices:

St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Bldg.

Chicago: L. B. Gilmore, 30 North Dearborn Street.

London, England: Allen Delafons, 113 Edenbridge Road, Enfield, Middlesex.

Paris: G. Langelaan, 15 rue Portal, Enghien-les-Bains, Seine et Oise.

Tokyo: John R. Morris, Japan Advertiser.

Toronto: W. A. Craick, 60 Lympstone Ave., Lawrence Park.

A. B. C.
Charter Member

EDITOR & PUBLISHER

A. B. P.
Member

Suite 1700, Times Building, New York, N. Y.

Always a welcome for our friends at our offices, where there is every facility for their convenience and use. Take express elevator to 17th floor, Times Building

Telephone Bryant 3052, 3053, 3054, 3055, 3056

ADVERTISING MEDIA OF LATIN AMERICA

CHILE—Continued

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspaper						
		TACNA				
El Pacifico	1901	MD—Spanish (E)	3,000 X	4	14 x 21"	General public.
Newspapers						
		TALCA				
La Manana (U. S. 1)	1906	MD—Spanish	5,800	8	20 x 15"	General.
La Zona Central	1921	MD—Spanish D. Sun.	2,500 3,500	8	24 x 15"	General.
Newspapers						
		TEMUCO				
El Diario Austral (U. S. 1)	1916	MD—Spanish	3,500	12	15½ x 25"	General.
El Heraldo Del Sur	1923	MD—Spanish	4,000	8	24 x 16"	General.
Newspaper						
		VALDIVIA				
El Correo de Valdivia (U. S. 1)	1894	MD—Spanish	9,000	8	16 x 24"	General.
Newspapers						
		VALPARAISO				
La Estrella	1921	ED-exS—Spanish	15,000	16	42 x 29 cm.	General public.
El Mercurio (U. S. 4)	1827	MD*—Spanish	30,000	16	53 x 42½ cm.	General public.
La Union (U. S. 6)	1885	MD*—Spanish	34,000	14-16	57 x 40 cm.	General public.
Magazine						
The South Pacific Mail	1909	W*—English	10,200	50-100	12 x 16"	English speaking public.
Trade Publication						
Caminos y Turismo	1922	M—Spanish	3,000	100	19 x 26 cm.	Those interested in automobiles and roads.
Newspaper						
		VICUNA				
La Opinion	1904	BW—Spanish	500	4	56 x 35 cm.	

COLOMBIA

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers						
		BARRANQUILLA				
Diario del Comercio	1922	ED—Spanish	6,000 X	8 Sun. 10	22½ x 17"	General public.
El Liberal	1910	ED—Spanish (E)	1,500 X	8	16 x 23"	General public.
La Nacion (U. S. 12)	1914	MD*—Spanish	10,000 Z	8	21 x 16"	General public.
La Prensa (U. S. 6)	1927	MD*—Spanish	.....	...	.....	
Trade Publication						
Civilizacion	1925	SM—Spanish (E)	1,000 X	30	8 x 4½"	More pretentious class. (Arts & letters)
Revista de la Camara de Comercio	1917	M—Spanish (E)	1,000 X	25	12¾ x 8¼"	Business men.
Newspapers						
		BOGOTA				
El Diario Nacional (U. S. 6)	1915	D—Spanish	20,000		15¾ x 21"	All, especially the upper and middle classes.
El Espectador (U. S. 4)	1887	ED*—Spanish	15,000		15¾ x 21"	General.
Mundo Al Dia (U. S. 12)	1923	ED-exS—Spanish	15,000		8 x 12"	All classes.
El Nuevo Tiempo (U. S. 9)	1902	MD—Spanish	12,000		15¾ x 21"	All, especially higher class.
El Tiempo	1911	MD—Spanish	15,000		15¾ x 21"	High class particularly.
La Republica	1920	ED—Spanish	5,000		16 x 21"	All classes.
Trade Publication						
Revista Nacional de Colombia	1912	M—Spanish	2,500	10-15		Students, as well as government employees.
Newspapers						
		CARTAGENA				
Diario de la Costa	1916	ED-exS—Spanish	4,000	8	16 x 23"	All classes.
La Patria	1922	ED-exS—Spanish	4,500	8	16 x 23"	All classes.
El Porvenir (U. S. 9)	1877	ED-exS—Spanish	1,800	4-8	16 x 23"	General.
		CIENAGA				
Rigoletto of Cienaga	1892	ED—Spanish (E)	2,000R	6	16 x 23"	All classes.
		SANTA MARTA				
El Estado (U. S. 9)	1923	ED—Spanish	3,000 Z	3	16 x 23¼"	Peon & wealthy.
El Pais	1924	MD—Spanish	2,000 Z	6	19½ x 14"	Peon & wealthy.
La Prensa	1925	ED—Spanish (E)	1,000R	4	14 x 20"	Peon & wealthy.

ECUADOR

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
		CUENCA				
La Cronica	1923	MD*—Spanish	1,200	4	22 x 14"	General public.
El Mercurio	1924	MD-exMon—Spanish	1,200	4	22 x 14"	General public.
		GUAYAQUIL				
El Ecuatoriano	1903	MD*—Spanish & English	5,382	8	56 x 40 cm.	General public.
La Nacion (U. S. 4)	1927	MD*—Spanish	5,213	D 8 Sun. 12	15¼ x 21¼"	General public.
La Prensa	1922	ED-exS—Spanish	5,000	6	21½ x 14½"	General public.
El Telegrafo	1884	MD—Spanish	16,712	10	45 x 60 cm.	General public.
El Universo	1921	MD*—Spanish	10,000	8	56 x 44 cm.	General public.
Gaceta Maritima	1923	MDexS—Spanish	1,000	6	30 x 40 cm.	Business men, shipping agencies, traveling public.

ECUADOR—Continued

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Magazines						
Ecuador Ilustrado	1924	M—Spanish	6,500	60	29 x 23 cm.	Young people in general.
Letras Y Numeros	1921	M—Spanish	2,000	20	5½ x 8"	Literary people.
Trade Publications						
Boletin de la Camara (Oficial Espanola De Comercio	1921	M—Spanish	2,000	30	22 x 30 cm.	Business men in general.
Comercio Internacional	1920	M—Spanish & English	1,000	40	21½ x 28½ cm.	Business men.
Directorio Telefonico	1900	Yr.—Spanish	4,000	250	15 x 22 cm.	All telephone subscribers.
La Savia	1925	BW—Spanish	3,000	40	27 x 19 cm.	General public.
Newspapers						
		QUITO				
El Comercio	1906	MD*—Spanish	10,000	Z 8	22¼ x 15½"	General public.
El Dia	1913	MD-exMon*—Spanish	8,000	Z 6	21½ x 14½"	General public.
Trade Publications						
El Ecuador Comercial	1923	M*—Spanish (In Special editions English, French, German and Italian)	10,000	75	29 x 21 cm.	Business men.
Revista Nacional Mercantil	1926	M—Spanish (Also English, French, Italian section.	3,500	60-70	9 x 6-1/3"	Business men, bankers, etc.

PARAGUAY

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
		ASUNCION				
El Diario	1904	ED*—Spanish (E)	5,000 L	8	17 x 23"	Foreigners & better class Paraguayans.
El Liberal (U. S. 9)	1911	MD*—Spanish (E)	2,500 X	8	23 x 16"	Foreigners & better class Paraguayans.
La Nacion	1925	ED—Spanish (E)	1,000 L	8	16 x 23"	Foreigners & better class Paraguayans.
El Orden	1923	ED*—Spanish (E)	2,500 L	8	17 x 24"	Foreigners & better class Paraguayans.
Patria	1917	MD—Spanish (E)	1,500 X	4	23 x 16"	Largely confined to members of oppositions.
La Tribuna	1925	MD—Spanish (E)	2,000 X	8	23 x 16"	Foreigners & better class Paraguayans.
Magazine						
Mundo Paraguayo	1925	M*—Spanish (E)	10,000 X	25	10 x 14"	All classes; magazine is largely distributed gratis.

PERU

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers						
		HUACHO				
El Amigo del Pueblo	1904	SW—Spanish	1,600		39 x 25½ cm.	All classses.
		LIMA				
El Comercio (U. S. 4)	1839	MD & ED*—Spanish	22,000 Z	12-16	16 x 22"	All classes of readers.
La Cronica (U. S. 4)	1912	MD*—Spanish	30,000 Z	16-24	17 x 12"	Sporting, theatres and general news readers.
La Prensa	1903	MD & ED*—Spanish	25,000 Z	12	16 x 22"	General.
El Sol	1926	MD & ED—Spanish	8,000 Z	8	16 x 22"	General.
El Tiempo	1915	MD—Spanish	12,000 Z	8	22½ x 15½"	Working people & Students.
La Tradicion	1918	MD*—Spanish	8,000 Z	8	18 x 23"	General.
West Coast Leader (U. S. 6)	1912	W*—English	5,000 Z	28	16 x 10¼"	British & American colonies; educated Peruvians.
Magazines						
Mercurio Peruano	1918	M—Spanish	4,000	80	6 x 9"	People of considerable education.
Mundial (U. S. 4)	1919	W*—Spanish	10,000 Z	57-65	13½ x 9½"	All kinds of readers.
Variedades (U. S. 4)	1908	W*—Spanish	15,000 Z	60	10½ x 6½"	All kinds of readers.
Trade Publications						
Ciudad y Campo "y caminos" (U. S. 6)	1925	M*—Spanish	5,000 Z	50	11¾ x 7½"	Educated classes and foreigners; builders, contractors, etc.
La Cronica Medica	1884	M—Spanish	400	40	9 x 6"	Physicians and students of medicine.
La Vida Agricola	1926	M*—Spanish (E)	1,500 X	100	13½ x 20 cm.	Planters and ranchers.

ADVERTISING MEDIA OF LATIN AMERICA

URUGUAY

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers			**MONTEVIDEO**			
El Bien Publico	1878	MD—Spanish	12,000 Z	12	17½ x 24½"	Catholic.
El Dia	1886	MD—Spanish (E)	50,000 XZ	12	17½ x 25¾"	All classes, including large element of common people.
		ED—Spanish (E)	20,000 XZ			
El Diario	1923	ED—Spanish	22,000 Z	10-12	17½ x 24½"	Those interested chiefly in political news.
Diario del Plata (U. S. 4)	1912	MD-exMon*—Spanish	...25,000 Z	12	17½ x 24½"	Better element of merchants and farmers.
El Diario Espanol	1905	MD—Spanish	10,000 Z	8	17½ x 24½"	Spaniards .
El Imparcial (U. S. 6)	1924	ED*—Spanish	31,091 Z	12	18 x 23½"	General reading public.
El Justicia	1919	MD-exS—Spanish	... 10,000 Z	6	16 x 22½"	Socialists and labor element.
La Manana	1917	MD—Spanish	20,000 Z	12	17½ x 24½"	The best and most substantial people.
El Pais	1918	MD—Spanish	32,000 Z	14	17½ x 22¾"	Large element of opposition party and country people.
El Plata (U. S. 4)	1915	ED*—Spanish (E)	28,000 XZ	12	17½ x 24½"	General and political.
La Razon	1878	ED*—Spanish	25,000 Z	16	17½ x 24½"	Largely political-general.
El Telegrafo	1850	MD*—Spanish	20,000 Z	12	17½ x 24½"	Athletes, politicians, and general public.
La Tribuna Popular	1879	MD—Spanish	40,000 Z	14	15⅝ x 23"	All classes.
Magazines						
Anales (Revista Nacional)	1915	M*—Spanish	5,000	40	10½ x 18¾"	Middle and upper class.
Mundo Uruguayo (U. S. 4.)	1918	W*—Spanish	35,000 Z	28	11¼ x 15⅝"	General public.

VENEZUELA

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers			**BARQUISIMETO**			
El Eco Industrial	1896	ED—Spanish	2,000	2-4	42 x 28 cm.	Merchants & manufacturers.
El Heraldo	1912	ED—Spanish	3,000	4-8	21 x 16"	All classes.
El Impulso	1904	MD*—Spanish	5,000	4-8	21 x 14½"	All classes.
Newspapers			**CARACAS**			
El Globo	1925	ED*—Spanish (E)	3,000 X	4-6	24 x 36"	All urban classes.
Guia Comercial	1924	MD—Spanish	4,000	2	13¾ x 19"	Chiefly merchants.
El Heraldo	1922	ED*—Spanish (E)	8,000 R	4-6	22 x 16"	All urban classes.
El Nuevo Diario	1913	MD*—Spanish (E)	10,000 X	8-12	17 x 23"	Chiefly urban.
El Radio	1926	ED—Spanish (E)	3,000 R	4	18 x 24"	General urban.
La Religion	1890	ED—Spanish	10,000	4	24 x 17"	Clergy and those interested in religion.
El Sol (U. S. 9)	1921	HD & ED*—Spanish (E)	6,000 X	4	13 x 19"	Chiefly working and middle classes.
El Universal	1909	MD*—Spanish (E)	12,000 X	8	17 x 23"	Chiefly urban residents.
Magazines						
Billiken	1919	W*—Spanish (E)	5,000 R	70	7½ x 10½"	Urban general.
Caricaturas	1926	W—Spanish	15,000	28	11 x 8½"	All classes, but chiefly urban.
Cultura Venezolana	1915	M*—Spanish	3,000	160	6 x 9"	Appeals particularly to intellectual class.
Deportes	1925	SM—Spanish	2,500	36	8¼ x 11"	Sport enthusiasts.
Elite	1925	W*—Spanish	5,000	50	6¾ x 9"	Chiefly wealthy and intellectual class.
Fantoches (U. S. 7)	1923	W*—Spanish	15,000	16-20	17 x 11¼"	All urban classes.
La Nacion	1925	SM*—Spanish	15,000	32	9¼ x 12"	All urban classes.
Perfiles	1923	SM—Spanish	2,500	30	9 x 11¾"	All urban classes.
Trade Publications						
El Automovil	1925	M—Spanish & English	5,000	40	9½ x 12¼"	Chiefly motorists.
Boletin de la Camara de Comercio	1915	M*—Spanish	1,000	36-50	7 x 9¾"	Chiefly merchants and industrialists.
La Hacienda	1918	SM—Spanish	3,000	24	9¼ x 12½"	Merchants, farmers and ranchmen.
Newspapers			**MARACAIBO**			
El Excelsior	1923	MD—Spanish	3,000	12	18 x 24"	Venezuelan merchants and professional men.
La Informacion	1920	MD—Spanish	5,000	12	17 x 22½"	All classes.
Tropical Sun	1926	W—English	2,150	14		Oilmen; English speaking people in general; many Venezuelans.

(Continued on page 282)

IMPARCIAL
OF MONTEVIDEO

The Leading Afternoon Newspaper of Uruguay

When IMPARCIAL was founded some years ago it ushered in a new period in Uruguayan journalism.

IMPARCIAL is a NEWS-paper. Previously most of the journals had been "organs of opinion," which meant "organs of politicians." Of these "organs" Montevideo was cursed with a great variety.

Being devoted to modern methods of presenting news and features, IMPARCIAL was immediately successful, and today it is undoubtedly the leading afternoon newspaper, circulating among the intelligent upper classes.

It is still impossible to obtain accurate circulation figures in Uruguay, where there are now several good newspapers, but an advertiser must use IMPARCIAL to cover Uruguay properly.

Rates and Sample Copies on Request

JOSHUA B. POWERS

Exclusive Representative

250 Park Avenue New York

"Ask EL COMERCIO about PERU"

Are you getting your share of the Business IN PERU?

The Home of El Comercio *in Lima*

The United States sold to Peru during the first eleven months of last year goods to the value of $23,010,404. This represented about one-third of the total imports of Peru and makes the United States the largest supplier of Peruvian requirements.

El Comercio

of Lima

housed in one of the most beautiful newspaper buildings in the world, is a national institution, respected by the people of Peru and forming the buying habits of that country. It has the largest circulation and carries more advertising both local and foreign than any other newspaper in Peru.

S. S. KOPPE & CO., Inc.

Publishers' Representatives

Times Building Bryant 6900 New York City

***Affiliated with* S. S. KOPPE & CO., Ltd.**

Chronicle House, 72-78 Fleet Street, E. C. 4, London, England

"Ask PERU about EL COMERCIO"

ADVERTISING MEDIA OF LATIN AMERICA

VENEZUELA—Continued

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Trade Publication						
Revista Mercantile.. Organo de la Camara del Comercio.	1894	M—Spanish	....	18	9½ x 12"	Merchants; trade in general.
Newspapers — **PUERTO CABELLO**						
Boletin de Noticias.	1888	ED—Spanish	900	4	19 x 13"	All classes.
Newspaper — **VALENCIA**						
El Cronista.....	1897	MD—Spanish	2,000	4		Merchants and manufacturers.

CENTRAL AMERICA

BRITISH HONDURAS

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers — **BELIZE**						
The Clarion.....	1897	W*—English	(E) 800 R	28	16 x 11"	
The Belize Independent	1914	W*—English	(E) 900 R	16	18 x 12"	

COSTA RICA

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers — **SAN JOSE**						
Correo Nacional....	1918	MD—Spanish	(E) 1,000 A	4	19 x 13"	Catholics.
Diario de Costa Rica	1919	MD—Spanish	(E) 5,000 A	8-16	19 x 13"	All classes.
El Mundo.....	1926	MD—Spanish	(E) 2,500 A	8	19 x 13"	All classes.
La Nueva Prensa..	1921	ED—Spanish	(E) 1,800 A	8	18 x 13"	All classes.
La Prensa.....	1918	ED—Spanish	(E) 1,500 A	4	18½ x 13"	All classes.
La Tribuna.....	1920	MD—Spanish	(E) 4,500 A	8-12	20 x 15"	All classes.
Trade Publications						
Boletin de Fomento	1922	M—Spanish	(E) 2,500 X	45	8½ x 5"	Farmers
Repertorio Americano	1919	W—Spanish	(E) 2,000 A	16	10 x 7½"	Higher classes.

GUATEMALA

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers — **GUATEMALA CITY**						
Diario de Centro-America	1880	ED-exS*—Spanish	4,000	6-12	13½ x 20¼"	General public.
Diario de Guatemala	1925	ED-exS*—Spanish	8,620	12-24	15¾ x 20½"	General public.
Excelsior	1891	ED-exS*—Spanish	10,900	6-10	16½ x 21½"	General public.
El Imparcial.....	1922	ED-exS*—Spanish	7,500	8-24	16 x 20½"	General public.
Nuestro Diario.....	1924	ED-exS*—Spanish	6,000	8-16	15¾ x 20½"	General public.
Magazine						
Noticiario Metro-Goldwyn	1926	M—Spanish	(E) 3,500 X	16	6¾ x 9½"	Upper and middle classes which attend moving picture shows.

HONDURAS

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers — **LA CEIBA**						
El Diario del Norte.	1922	ED—Spanish ...	900	6	15½ x 22"	General public.
La Idea.....	1926	W—Spanish	500	6	31 x 32"	General public.
El Obrero.....	1926	W—Spanish	1,200	6	16 x 24"	General public, particularly workmen.
Pro-Patria	1924	Tri-W—Spanish .	900	4	15½ x 22"	General public.
Newspaper — **PUERTO CORTES**						
El Marino.....	1926	MD—Spanish	(E) 450 X	4	15 x 22"	General.
Newspapers — **SAN PEDRO SULA**						
El Cuarto Poder..	1925	ED—Spanish	(E) 2,500 R	8	22 x 32"	General.
El Nacional.....	1926	SW—Spanish	(E) 700 R	6	20 x 26"	General.
El Norte..... (U. S. 9)	1921	ED—Spanish	(E) 2,500 R	6	24 x 36"	General.
Newspapers — **TEGUCIGALPA**						
El Cronista.....	1913	ED*—Spanish ...	3,400	4	20 x 26"	General.
El Democrata.....	1926	ED-exS—Spanish	3,200	4	17¾ x 23½"	Political adherents to National Party.
Reconcilacion	1924	ED-exS—Spanish	3,500	4	17 x 24"	General.
Renovacion	1925	W—Spanish	.....	4	15 x 22"	Students and members of labor party.
Revista Ariel.....	1925	SM—Spanish	(E) 1,000 X	28	8½ x 12"	Liberal politicians, poets.
Los Sabados.....	1926	W—Spanish	(E) 1,000 X	12	10½ x 13½"	Political adherents of Liberal Party.
Magazine						
Renacimiento	1917	M*—Spanish	(E) 6,300 X	92	7¼ x 10½"	Carries agricultural, medicine and feminine sections.
Newspapers — **TRUJILLO**						
La Vox de la Prensa (The Voice of the Press)	1925	W—Spanish	(E) 125 X	4	10 x 14"	Natives only.

NICARAGUA

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers — **BLUEFIELDS**						
El Correo del Caribe	1921	W—Spanish	300	6	15 x 20½"	General.
La Informacion.....	1918	W—Spanish	600	10	11 x 15½"	General.
La Voz del Atlantico	1910	W—Spanish	700	6	22 x 30"	General.
Newspapers — **GRANADA**						
El Diario Nicaraguense	1884	MD*—Spanish	(E) 1,500 X	4	21 x 12"	Largely local.
Newspapers — **LEON**						
El Centro-Americano	1917	MD-exMon—Spanish	(E) 2,500 L	4-6	22 x 15"	Largely liberal.
El Cronista.....	1918	MD—Spanish	(E) 1,600 R	4	18 x 12"	Liberal element in city and rural population.
El Independiente...	1896	MD—Spanish	(E) 600 X	4	24 x 16"	
Newspapers — **MANAGUA**						
El Comercio.....	....	MD-exMon—Spanish	(E) 4,000 L	3	21 x 15"	General.
La Noticia.....	1915	MD*—Spanish	(E) 3,500 R	8	23 x 17"	Good.
La Prensa..... (U. S. 1)	1926	MD—Spanish	(E) 5,000 L	8-10	23 x 17"	Government party predominently.

PANAMA

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspaper — **BOCAS DEL TORO**						
Central American Express		SW*—Spanish and English	(E) 1,500 X	4	18 x 22"	General public.
Newspapers — **COLON**						
The Independent.... (El Independiente)	1904	W—English & one page Spanish	(E) 250 A	8	12 x 18"	West Indian Negroes.
Motivos	1925	W*—Spanish ...	400	12	10½ x 14"	All classes of Spanish speaking readers.
Newspapers — **PANAMA CITY**						
American (U. S. 6)	1925	MD	....	14		
Diario de Panama..	1904	ED*—Spanish ..	4,850	6	17½ x 22½"	Principally citizens of Panama.

(*Continued on page 283*)

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ADVERTISING MEDIA OF LATIN AMERICA

PANAMA—Continued

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Grafico	1924	W*—Spanish	2,500	16	11 x 18"	Principally citizens of Panama.
El Heraldo	1925	ED—Spanish	2,500	8	12 x 18"	Principally citizens of Panama.
La Prensa Ilustrada Y La Semana	1923	W*—Spanish	4,800	20	11 x 17"	Principally citizens of Panama.
Star and Herald	1849	MD*—English and Spanish	10,000	16	18 x 23"	Principally citizens of Panama and residents of Panama Canal Zone.
The Times (U. S. 6) (El Tiempo)	1923	ED-exS*—Spanish	2,500	8	18 x 24"	Principally citizens of Panama, residents of Panama Canal Zone.
Magazines						
El Boletin	1912	M—Spanish	2,000	40	8½ x 11½"	Principally citizens of Panama.
El Mundo	1922	M—Spanish	1,000	46	9 x 12"	Principally citizens of Panama.
The Panama Times	1925	W*—English	3,000	20	11¼ x 15½"	Principally citizens of Panama, residents of Panama Canal Zone.

SALVADOR

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
SAN MIGUEL						
Newspaper						
La Nacion	1923	ED*—Spanish	(E) 2,500 L	4		All classes.
SAN SALVADOR						
Newspapers						
El Dia (U. S. 9)	1919	ED*—Spanish	(E) 2,000 L	8	14½ x 20"	All classes.
Diario La Prensa	1915	ED—Spanish	(E) 4,000 L	8-16	22 x 17½"	All classes.
Diario Latino	1890	ED—Spanish	(E) 4,000 L	8		All classes.
El Salvadoreno	1925	ED—Spanish	(E) 2,500 L	8		All classes.

MEXICO

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
AGUASCALIENTES						
Newspapers						
El Renacimiento	1921	ED—Spanish	(E) 5,000 A	4	14⅝ x 21⅞"	General
CHIHUAHUA						
El Correo de Chihuahua (U. S. 5)	1899	MD-exMon.—Spanish	(E) 3,000 R	4	21 x 17½"	Average
El Liberal	1923	SW—Spanish	(E) 1,000 R	4	18 x 24"	Those favoring present Mexican Government.
Tomochic	1922	ED-exS—Spanish	(E) 700 R	4	10 x 13"	Below average
La Voz de Chihuahua (U. S. 5)	1921	MD-exMon*—Spanish	(E) 3,000 R	4	23 x 17½"	Average
Trade Publications						
Boletin Comercial	1916	M—Spanish	(E) 1,400 R	32	9 x 11½"	Business men.
The Chihuahua Radio	1924	M—English	(E) 800 R	4	11 x 16"	Americans
CIUDAD JUAREZ						
Boletin de la Camara Nacional de Comercio	1917	M—Spanish	1,000	18	9 x 11½"	Merchants
COLIMA						
Newspapers						
El Liberal	1925	W—Spanish	(E) 800 X	14	19 x 13½"	Assorted from all the classes.
DURANGO						
Revista Duranguena (U. S. 5)	1920	MD*—Spanish S. W.	3,000	3	16 x 24" 12 x 16"	Middle class (Official element)
GUADALAJARA						
Boletin Diario	1925	MD-exS—Spanish	1,900	4	9¼ x 13"	Merchants and business men.
El Informador (U. S. 5)	1917	MD*—Spanish	27,500	8	22½ x 17½"	Best classes.
El Sol	1922	ED—Spanish	6,000	4	24 x 18"	Government employes, merchants. Middle classes.
Trade Publications						
Gaceta Mercantil	1889	M—Spanish	2,000	32	8 x 11½"	Merchants and business men.
Jalisco Automovilista	1923	M—Spanish	1,300	32	8 x 11½"	Merchants and society.
Jalisco Sport	1925	M—Spanish	10,000	40	8 x 10¼"	Merchants and society. Better class.
GUAYMAS						
Newspapers						
La Gaceta	1917	ED-exS—Spanish	(E) 1,500 R	4	18 x 25"	General public.
La Tribuna	1926	MD-exMon—Spanish	(E) 2,000 R	4	18 x 25"	General public.

MEXICO—Continued

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
HERMOSILLO						
La Raza	1926	SW—Spanish	2,500	4	22 x 14"	General.
MAZATLAN						
El Correo (U. S. 5)	1921	ED—Spanish	(E) 2,000 R	4	12 x 18"	All classes, principally laborers.
El Correo de la Tarde (U. S. 5)	1885	MD—Spanish	(E) 3,000 R Sun (E) 4,000 R	4 S	16 x 20"	All classes.
El Democrata Sinaloense (U. S. 5)	1919	MD—Spanish	(E) 4,000 R	4	24 x 36"	All classes.
MERIDA						
Diario de Yucatan (U. S. 5)	1918	MD—Spanish	15,000		22½ x 17½"	High and middle classes.
MEXICO CITY						
El Excelsior (U. S. 5)	1919	MD*—Spanish with English page.	(E) 40,000 L	16	21½ x 18½"	Mexicans and foreigners.
El Universal (U. S. 10)	1916	MD*—Spanish	(E) 45,000 L	18	23 x 18"	Mexicans and foreigners.
El Universal Grafico (U. S. 10)	1917	ED—Spanish	(E) 10,000 L	16	15½ x 12"	Mexicans.
Magazines						
Continental	1925	M*—Spanish	7,000	160	12 x 9"	Better class Mexicans.
Toros Y Deportes (U. S. 10)	1921	W—Spanish	10,000	30	9 x 12¼"	Bull fighting and sports.
Trade Publications						
La Revista de Revistas (U. S. 5)	1919	M—Spanish	(E) 10,000 L	45	14½ x 11"	Mexicans.
Revista de la Secretaria de Agricultura y Fomento	1926	M—Spanish		50	7¼ x 11¼"	Farmers and dairymen.

(*Continued on page* 284)

The Better Class Women of Mexico Read

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An Illustrated Weekly Magazine for the Home.

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ADVERTISING MEDIA OF LATIN AMERICA

MEXICO—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
La Tierra	1923	W*—Spanish	102,000	12	10¼ x 15"	Agriculturists, cattlemen, merchants, etc.
News Bulletin American Chamber of Commerce	1919	W—English	(E) 15,000 L	4	11½ x 8½"	Chiefly Americans.
El Automovil en Mexico (U. S. 7)	....	M—Spanish	6,500		7¾ x 11¼"	Business class and popular.
MONTEREY						
Newspapers						
El Noticiero (U. S. 5)	1916	MD—Spanish	2,750	4	24½ x 15½"	Strictly for the laboring class.
El Porvenir (U. S. 5)	1919	MD*—Spanish	(E) 9,000 L	8-12	20½ x 16¾"	Best element, although generally read.
El Sol	1922	ED*—Spanish	(E) 5,000 L	6	22½ x 18"	Generally read, principally by labor element.
Trade Publications						
Actividad	1918	M—Spanish	(E) 500 X	36	12 x 8½"	Business men.
NAVOJOA						
Boletin de la Camara Agricola Y Comercial del Rio Mayo	1922	M—Spanish	(E) 1,000 R	20	11½ x 8"	Business firms & large farmers.
NUEVO LAREDO						
Newspapers						
El Verbo Libre	1922	W—Spanish	(E) 400 R	4	15 x 22"	All classes.
PUERTO MEXICO						
El Istmo (The Isthmus)	1921	W—Spanish	(E) 500 L	4	13¼ x 18¾"	General public
SALTILLO						
La Voz del Norte	1926	W—Spanish	1,000	6-8	12 x 16"	General.
Magazines						
El Magazine de la Frontera	1926	M—Spanish	2,000	40	9 x 12"	General.
Saltillo Rotario	1926	M—Spanish	1,000	20-30	7 x 10½"	Largely members of Rotary clubs.
SAN LUIS POTOSI						
Newspapers						
Accion (U. S. 5)	1921	ED—Spanish	(E) 800 R	4	18 x 24"	All classes.
SANTA ROSALIA						
El Regional	1926	SW—Spanish	(E) 3,000 R	4	.....	General.
TAMPICO						
El Correo	1924	ED-exS—Spanish	(E) 1,500 L	4	.....	All classes, chiefly poorer classes.
El Mundo (U. S. 5)	1918	MD—Spanish	(E) 4,000 L	8	.....	All classes.
The Tampico Tribune	1917	W*—English	(E) 5,000 L	16-24	.....	All English speaking and educated Mexicans living in Tampico. Oil interests throughout the world.
TAPACHULA						
Newspaper						
Sur de Mexico (Southern Mexico)	1924	W—Spanish	(E) 700 L	8	14½ x 22⅞"	General.
TORREON						
Newspapers						
La Opinion (U. S. 5)	1917	MD*—Spanish	5,200	6-8	14½ x 23¾"	All classes.
Portavoz	1920	Tri-W—Spanish	1,500	4	24 x 16"	All classes.
El Siglo (U. S. 5)	1921	MD—Spanish	9,000	6	22½ x 17¾"	All classes.
Trade Publications						
Comonio E Industria	1926	M—Spanish	1,500	32	10 x 7½"	Merchants, industrialists, exporters, producers.
Los Negocios y La Vida de la Laguna	1922	M—Spanish	1,200	32	8 x 10½"	Business men.
VERA CRUZ						
Newspapers						
El Arte	1912	W—Spanish	(E) 3,000 L (E) 500 L	8	11 x 16"	Better classes.
El Dictamon (U. S. 5)	1898	MD*—Spanish	(E) 11,000 L	8-12	18 x 24"	All classes, but mostly middle and best.
El Piojo	1921	MD—Spanish	(E) 800 X	4	18¼ x 13¼"	Lowest classes.
VILLAHERMOSA						
El Radical	1926	SW—Spanish	(E) 500 R	4	18¼ x 13¼"	Government officials, politicians and some laborers.
Redencion	1923	MD—exMon—Spanish	(E) 500 R	4	18¼ x 13¼"	Government officials, politicians and some laborers.
Trade Publications						
El Amigo del Agricultor	1925	SM—Spanish	(E) 1,000 R	12	11¾ x 8"	Principally farmers.
Tabasco Mercantil	1926	M—Spanish	(E) 800 R	20	11 x 8½"	Principally merchants and commercial persons.

DOMINICAN REPUBLIC

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
BARAHONA (OFFICIAL) Newspapers, 546,607						
El Esfuerzo	1922	BW—Spanish	1,500	4	14¾ x 22"	All classes in vicinity.
SAN PEDRO DE MACORIS						
Boletin Mercantil (U.S.9)	1914	MD—Spanish	1,500	8	22 x 34"	All classes.
SANTIAGO						
El Diario	1902	MD—Spanish	3,000	8-12	22 x 15½"	All classes.
La Information	1915	ED—Spanish	5,000	8-16	22 x 15½"	All.
SANTO DOMINGO						
Listin Diario	1889	MD*—Spanish	8,900	8-12	17½ x 22½"	General.
Nuevo Diario	1921	ED*—Spanish	2,700	6	11 x 20"	All classes.
Magazines						
Blanco y Negro	1918	W*—Spanish	1,700	48	8 x 10"	Social and literary.
Cosmopolita	1919	W*—Spanish	3,000	20-40	18½ x 11"	All classes.
La Opinion	1922	W*—Spanish	5,700	60-80	9 x 12"	All classes.

CUBA

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
ANTILLA						
Newspapers						
La Defenso	1924	W—Spanish	500	4	24 x 32"	All classes.
BANES						
El Pueblo	1914	ED—Spanish	1,000	4	15 x 22"	All classes.
CAMAGUEY						
El Camagueyano	1902	MD—Spanish	7,353	8-16	20 x 15½"	All classes.
CARDENAS						
La Union	1899	ED—Spanish	1,000	4	11 x 15"	General public.
CIEGO DE AVILA						
La Region	1919	MD—Spanish	400	6	12 x 18"	Local
GUANTANAMO						
La Vos del Pueblo	1899	MD-exS—Spanish	3,000	4	18 x 24"	Working class
HAVANA						
El Commercio	1886	MD-exS*—Spanish	(E) 7,500 R	10-12	.....	Purely commercial.
Diario de la Marina	1832	MD*—Spanish	65,000 75,000 Sun.	28-32	17 x 21½"	Commercial, social and general.
Diario Espanol	1907	MD*—Spanish	(E) 3,750 R	10-12	.....	Chiefly Spanish merchants in Cuba.
La Discusion	1911	MD-exS*—Spanish	(E) 15,000 R	8-16	20¼ x 16¼"	General.
Evening News	1912	ED-exS*—English	(E) 2,200 R	4-6	18 x 14"	American, English, Canadian, and a few Jamaican residents.
Havana Evening Telegram (US4)	1922	ED-exS*—English	(E) 6,800 R	4-6	15½ x 20"	English speaking residents of Havana.
The Havana Post	1899	MD*—English	14,326	10	18 x 21"	American, English, Jamaican, and a few Canadian residents.
Heraldo Commercial	1916	MD-exS*—Spanish	(E) 8,000 R	16	18 x 11"	Commercial and financial.
Heraldo de Cuba	1911	MD*—Spanish	45,000	14-16	21½ x 17"	General commercial and political news.
El Imparcial	1916	MD*—Spanish	60,000	8-9	.....	General.
La Lucha	1886	MD*—Spanish	(E) 16,500 R	12	.....	General.
Mercurio	1923	MD-exS*—Spanish	(E) 4,000 X	8-9	.....	Purely commercial and financial.
El Mundo (US4)	1901	MD*—Spanish	(E) 57,000 R	28-32	21½ x 17"	General.
La Noche	1912	ED*—Spanish	(E) 13,500 R	12	.....	Sporting, sensational and pictorial news.
El Pais	1923	ED*—Spanish	(E) 37,500 R	16	21½ x 17"	General.
La Prensa	1908	ED*—Spanish	25,000	28-32	.....	General.
El Siglo	1926	MD—Spanish	17,000			Political and commercial.
El Sol	1912	MD*—Spanish	(E) 27,000 R	12	21½ x 17½"	General.
Magazines						
Bohemia (US4)	1910	W*—Spanish	30,000	64	7¼ x 11"	Middle and upper class homes.
Carteles (US7)	1919	W—Spanish	45,500	..	9 x 12"	High and Middle class, popular.
El Magazine de la Raza	1917	M—Spanish	15,000	..	7 x 10"	General.
Social (US7)	....		16,800			Highest social circles.
The Times of Cuba (US7)	1912	M—Spanish	10,000	6	6½ x 4½"	High and middle class.
Trade Publications						
El Automovil de Cuba (US3)	1918	M*—Spanish	7,000	84	10 x 7"	Proprietors, chauffeurs of autos. Official organ "Camara de Comercio de Automoviles de Cuba."
Boletin Commercial de Cuba (Commercial Bulletin of Cuba)	1927	SM—Spanish	1,000	35	8½ x 13"	Of interest to the trade in general.
Directory of Cuba	1926	Yr—Spanish	3,000	1650	9¼ x 12½"	

(*Continued on page 285*)

"Ask CUBA about EL MUNDO"

The buying power of

CUBA

is larger per capita than any other country in the world. Cuba ranks among the best customers of the United States.

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This rich market has American buying habits, and the dominant factor in the buying habits of the Cuban people is

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"Ask EL MUNDO about CUBA"

ADVERTISING MEDIA OF LATIN AMERICA

CUBA—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Revista de Medicina Cirugia	1895	EW—Spanish	....	...	4¾ x 8¼	Medical, dentists, etc.
El Tabaco	....		2,000	40	.....	Tobacco dealers and growers.
Industrias de Cuba	....		3,000	80	.....	Manufacturers, farmers, engineers.
Revista Azucarera	....		2,000	50	.....	Sugar people.
HOLGUIN						
Newspapers						
El Eco de Holguin	1885	SW—Spanish	2,000	6	15½ x 22"	All classes.
MANZANILLO						
La Defensa	1904	MD*—Spanish	5,000	8	18 x 22"	All classes.
La Montana	1917	ED*—Spanish	2,500	4	18 x 24"	All classes.
La Tribuna	1912	MD&ED—Spanish	4,500	8	18 x 24"	All classes.
MATANZAS						
El Imparcial	1865	ED*—Spanish	1,200	6	21 x 17"	General public.
El Republicano	1900	ED—Spanish	1,500	6	14 x 20"	General public.
MORON						
El Gallo de Moron	1923	W—Spanish	3,500	12-14	17 x 12"	All.
SAGUA DE TANAMO						
El Tanameno	1912	W—Spanish	2,000	6-8	15½ x 22"	Commercial and family
SANTIAGO DE CUBA						
Diario de Cuba	1917	MD*—Spanish	18,500	14-16	21½ x 13"	All classes.
La Independencia	1871	ED-exS*—Spanish	5,000	8	18 x 21"	Working class.
La Region	1924	ED-exS*—Spanish	6,500	8	22 x 12"	Working class.
VICTORIA DE LAS TUNAS						
El Eco de Tunas	1909	SW—Spanish	1,600	4	15½ x 22"	Caters to the family circle.

WEST INDIES

BAHAMAS

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
NASSAU						
Newspapers						
The Nassau Guardian	1844	SW*—English (Daily edition in Winter)	3,000	8	22½ x 15½"	Official, tourist and all classes.
The Observer	1922	W—English	400	6	11 x 16"	All classes.
The Tribune	1903	SW*—English	(E) 2,500 X	8-10	15 x 24"	Colored population.

BARBADOS

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
BRIDGETOWN						
Newspapers						
The Barbados Advocate	1895	MD-exS—English	1,500	14	24 x 18"	Upper and middle classes.
The Barbados Agricultural Reporter	1862	MD-exS—English	(E) 400 L	4	21 x 15"	Upper and middle classes.
Barbados Standard	1911	MD-exS—English	400	9	18 x 24"	Landed proprietors. Merchants, clerks.

BERMUDA

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
HAMILTON						
Newspapers						
Mid-Ocean	1911	Tri-W—English	3,100	4-6	19 x 23"	General.
Royal Gazette and Colonist Daily	1828	MD-exS—English	2,000	6	19 x 23"	General.

JAMAICA

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
KINGSTON						
Newspapers						
The Daily Gleaner	1834	D-exS—English	25,000	16	15½ x 20½"	All classes.
The Herald		W—English	3,000		14½ x 16½"	
Jamaica Mail	1926	Tri-W—English	7,000		20 x 15"	
The Jamaica Times	1898	W—English	3,000	40	9 x 12½"	All classes.

TRINIDAD

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
PORT OF SPAIN						
Newspapers						
The Port of Spain Gazette	1825	MD-exMon.—English	4,000 (Daily) 6,000 (Sun.)	12-24		All classes.
The Sporting Chronicle	1907	W—English	3,000	16	24 x 18"	All classes.
The Trinidad Guardian	1917	MD-exMon.—English	2,500 (Daily)	12-16	17½ x 22½"	
		Weekly edition	4,000 (Sun.)	22-24		
			2,000 (Weekly)			All classes.
Trade Publication						
Trinidad & Tobago Year Book	1866	Yr.—English	(E) 1,800 X	550	7 x 4"	Commercial and home.

HAITI

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
CAPE HAITIEN						
Newspaper						
Annales Capoises	1918	SW—French	(E) 450 X	4	13 x 25"	Business and society people.
PORT AU PRINCE						
Newspaper						
Le Matin	1907	MD—French (also ads in English)	3,500 Z	4	30 x 45"	Business world and families.
Le Nouvelliste	1896	ED—French and English	3,600 Z	4	13 x 20"	Limited cultured class.
SAINT-MARC						
Newspaper						
La Gazette de Saint-Marc	1926	W—French	1,000 Z	4	13 x 20"	Average intelligence.

PORTO RICO

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
PONCE						
Newspapers						
El Aguila de Puerto Rico	1902	MD-exS*—Spanish	1,500	8	15 x 20"	General public in Ponce district.
El Dia	1909	ED-exS*—Spanish	2,000	8	15 x 22"	General public in Ponce district.
SAN JUAN						
Newspapers						
El Mundo	1919	MD*—Spanish	14,639 15,500 (Sun.)	16 34-40	21 x 16½"	Best class.
El Tiempo	1907	ED-exS*—Spanish and English	8,500	8	15 x 20"	Middle and better classes.
Magazine						
Puerto Rico Ilustrado	1909	W*—Spanish	10,500	100	10½ x 7½"	Middle and upper classes.
Trade Publications						
El Agricultor Puertorriqueno	1925	SM—Spanish	6,578	38	9½ x 12"	Farmers and business men.
El Automovil en Puerto Rico	1925	M*—Spanish	3,000	40	11⅝ x 8⅝"	Automobile dealers.
Comercio	1923	M—Spanish	2,500	52	8½ x 11"	Merchants and sugar mill men.
Porto Rico Progress	1910	W—English	4,300	24-32	8½ x 12"	Continental Americans, Canadians, other British.
Puerto Rico Agricola	1924	M*—Spanish	8,000	80	9¼ x 12¼"	Business men, professionals, farmers.
Revista de Agricultura de Puerto Rico	1918	M—Spanish	1,500	68	9¼ x 12¼"	Progressive farmers.
Devista de Obras Publicas de Puerto Rico	1924	M—Spanish	3,000	52	9¼ x 12"	Engineers, architects, contractors.

FRENCH WEST INDIES

MARTINIQUE

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
FORT DE FRANCE						
Newspapers						
La Paix	1912	SW—French	2,500	4	15 x 22"	General.
L'Aurore	1917	SW—French	2,500	4	15 x 21"	Working class.

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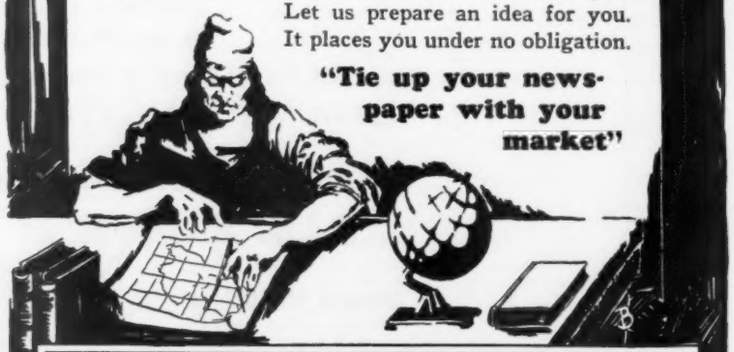

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LA HABANA, CUBA

Diario de la Marina has been published in Havana for ninety-six consecutive years—every day since 1832. Its first days of publishing were just before the regime of that famous Spanish governor of Cuba, Miguel Tacón. It lived through those bloody times when Leopoldo O'Donnel was relentlessly persecuting the negroes. It published the story of the Ostend Manifesto when that story was news, not history. It was going strong when the first political parties started—when the first internal conflicts between the liberal and reactionary elements were taking place. It went right on publishing during the Ten Years' War, the Little War, the War of the Western Provinces and the Spanish American War.

That is a record to be proud of; a record without parallel in the annals of Latin-American newspaper publishing.

From this background, Diario de la Marina has developed into a national Cuban newspaper of unusual merit. It is not the organ of any political party, and its life, therefore, is not dependent on the status of any political faction. It is fearless in its condemnation of what it knows is wrong, and it is just as hearty in its commendation of what it believes is right. Naturally all Cubans do not agree with Diario de la Marina, but they respect its opinions and they know they can rely on it for accurate news and honest editorials.

It is a progressive newspaper, both in ideas and in management. It is the only newspaper in Cuba with a rotogravure section. It has its own rotogravure plant right in Havana where it publishes supplements on Thursdays and Sundays. Diario de la Marina is a member of the Associated Press—the oldest member in Cuba. It has a direct contact with Madrid.

All of this coupled with the fact that it is one of the best printed newspapers in Latin-America; and has the most complete home, sporting and news sections of any paper in Cuba, will give you a picture of its stability and reader-interest. Diario de la Marina has a tremendous circulation—but more than that it has quality circulation. Its readers are the leaders in Cuban life—Sports—Society—Business.

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ADVERTISING MEDIA OF EUROPE

Titles, Page Sizes and Reading Public of Daily Newspapers and Other Periodicals, Compiled from U. S. Department of Commerce Data

AUSTRIA

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers						
BAD AUSSEE						
Steirische Alpenpost	1885	W* .....(E)	3,000 X	4	420 x 280 mm.	General Public.
BADEN						
Badener Wacht.....	1926	W	4,000	8	470 x 320 mm.	Laborers.
Badener Zeitung	1881	S .....(E)	2,500 A	8	240 x 360 mm.	Middle class.
BREGENZ						
Vorarlberger Volksblatt	1865	ED .....(E)	5,000 A	8	360 x 240 mm.	Middle class.
BRUCK A/D MUR						
Obersteirer Blatt ...	1875	S .....(E)	2,200 A	10	440 x 285 mm.	General Public.
DORNBIRN						
Vorarlberger Wacht.	1910	SW .....(E)	1,600 A	12	415 x 270 mm.	Laborers.
EGGENBURG						
Eggenburger Volkspost	1906	W*	2,500	8	380 x 250 mm.	Farmers and provincials.
EISENSTADT						
Eisenstaedter Zeitung	1923	W* .....(E)	5,000 A	6	360 x 240 mm.	Industry, commerce and trade.
FREISTADT—Perg.						
Muehlviertler Zeitung	1925	W* .....(E)	2,000 A	12	280 x 420 mm.	Population provincial cities and farmers.
FURESTENFELD HARTBERG						
Wechselschau	1923	W*	2,000	10-12	225 x 345 mm.	Farmers, tradesmen, etc.
GMUNDEN						
Neueste Post	1914	MD	4,000	8	226 x 360 mm.	General public.
Salzkammergut Zeitung	1894	W	11,000	24	226 x 360 mm.	General public.
GRAZ						
Arbeiterwille	1889	MD* .....(E)	22,000 A	16	360 x 234 mm.	Laborers and Employes.
Bauernstimmen	1919	W	5,000	12	362 x 240 mm.	Farmers.
Grazer Montagszeitung	1898	W* .....(E)	12,000 A	12	375 x 250 mm.	General public.
Grazer Volksblatt ..	1896	MD & ED*.(E)	8,000 A	12	420 x 280 mm.	Middle class.
Heimathote	1925	W .....(E)	10,000 A	16	230 x 300 mm.	Farmers.
Landwirtschaftliche Mitteilungen fuer Steiermark	1851	W* .....(E)	8,000	10	420 x 300 mm.	Farmers.
Neues Grazer Tagblatt	1896	MD–exMon* .. (Mon. Eve.)	23,000	16	240 x 380 mm.	General public.
Der Republikaner ..	1919	W	10,000	4	490 x 315 mm.	General public.
Kleine Zeitung	1904	MD* .....(E)	29,000 A	12	270 x 210 mm.	General public.
Sonntagsbote	1870	W* .....(E)	25,000 A	24	270 x 210 mm.	Catholic priests, farmers.
Tagespost	1855	D*	35,000	20	280 x 420 mm.	Industry, commerce and trade, middle classes.
Magazine						
Freie Lehrergewerkschaft	1923	M	3,000	10	290 x 210 mm.	Teachers.
Trade Publications						
Alpenlaendische Gastwirte Zeitung.	1904	M	6,000	12-16	420 x 280 mm.	Owners of hotels, restaurants, coffee houses, etc.
Der Haus und Grundbesitzer	1903	W	15,000	6-8	410 x 290 mm.	Landlords, property owners.
Landheimat	1919	W* .....(E)	6,000 A	16	230 x 300 mm.	Farmers.
Newspaper						
GROEBMING						
Der Ennsthaler	1905	W*	3,500	16-24	360 x 265 mm.	Farmers.
GUESSING						
Guessinger Zeitung..	1913	W* .....(E)	1,250 A	8	350 x 220 mm.	Farmers of the Burgenland.
HALLEIN						
Volksfreund	1890	W* .....(E)	1,500 A	6	380 x 270 mm.	General public.
INNSBRUCK						
Innsbrucker Nachrichten	1853	MD*	22,000	12-24	470 x 310 mm.	Farmers.
Neueste Zeitung ...	1912	ED* .....(E)	11,000 A	4	470 x 310 mm.	Middle class.
Volks Zeitung	1892	MD* .....(E)	5,000 A	8 D 16 Sun.	275 x 415 mm.	General public, laborers.
Magazines						
Die Deutsche Familie	1924	M*	25,000	50	410 x 550 mm.	Women and middle class.
Sonnenland	1909	SM*	12,000	20	320 x 505 mm.	Catholic girls.
Tiroler Heimat-Blaetter	1921	M .....(E)	1,000 A	32	170 x 250 mm.	Middle class.
Zeitschrift fuer Aszese und Mystik	1925	Qt	5,000	100	260 x 410 mm.	Priests and catholic families.
Trade Publications						
Alpenlaendische Handels und Gewerbe Zeitung	1919	W* .....(E)	14,000 A	8-10	365 x 260 mm.	Tradesmen and other business men.
Natur und Kultur...	1902	M*	5,000	32	330 x 505 mm.	Scientists and educated people.
Newspaper						
JUDENBURG						
Murtaler Zeitung....	1911	W* .....(E)	4,000 A	12	350 x 220 mm.	Middle class, agriculturists, laborers.
Newspapers						
KLAGENFURT						
Kaerntner Bauernbote	1885	W* .....(E)	6,000 A	12	265 x 400 mm.	Farmers.
Kaerntner Tagblatt..	1888	D* .....(E)	6,000 A	8-16	265 x 400 mm.	General public.
Magazine						
St. Maria und St. Joseph Kalender ..	1887	Yr	110,000	112	150 x 200 mm.	Catholic families and farmers.
Trade Publications						
Alpenlaendische Rundschau	1923	W* .....(E)	4,000 A	36	310 x 230 mm.	Tradesmen, farmers.
Illustrierte Maedchenzeitung .	1906	M* .....(E)	60,000 A	20	240 x 160 mm.	Young girls.
Landwirtschaftliche Mitteilungen fuer Kaernten	1843	M	11,700	12	415 x 284 mm.	Farmers.
Newspaper						
KNITTELFELD						
Knittelfelder Zeitung	1920	W* .....(E)	2,500 A	8	425 x 285 mm.	General public.
Newspaper						
KREMS						
Kremser Zeitung ...	1869	W* .....(E)	4,700 A	16	480 x 320 mm.	Agriculturists.
Newspaper						
KUFSTEIN						
Tiroler Grenzbote....	1870	SW* .....(E)	2,800 A	8	380 x 255 mm.	General public.
Newspaper						
LANGENLOIS						
Kamptalbote	1905	W* .....(E)	2,500 A	12-16	255 x 352 mm.	General public.
Newspaper						
LEOBEN						
Obersteirische Volkszeitung	1884	Tri-W ....(E)	3,500 A	20	420 x 280 mm.	
Newspapers						
LINZ						
Amtliche Linzer Zeitung	1770	W .....(E)	1,000 A	14-20	230 x 320 mm.	General public.
Bauernbote	1918	BW .....(E)	24,000 A	6-8	275 x 410 mm.	Farmers.
Dinzer Volksblatt...	1868	ED*	8,000	12	410 x 270 mm.	General public.
Obercesterreichische Tagezeitung	1924	MD* .....(E)	5,000 A	10-16	470 x 310 mm.	Farmers and middle class.
Salzkammergutbote .	1896	W .....(E)	4,000 A	16	400 x 270 mm.	Laborers.
Tagblatt	1896	ED–exS ...(E)	10,000 A	12	400 x 270 mm.	
Tages-Post	1865	ED–exMon* ...	30,000	16	270 x 410 mm.	General public.
Wahrheit	1896	W .....(E)	4,500 A	16	400 x 270 mm.	
Magazines						
Ave Maria	1894	M*	12,000	16	280 x 200 mm.	Catholic families.
Elisabethblatt	1906	M* .....(E)	20,000 A	16	300 x 200 mm.	Women.
Trade Publications						
Land und Volkswirtschaftliche Mitteilungen	1886	SM	53,000	16	210 x 290 mm.	Agricultural people.
Newspapers						
MOEDLING						
Moedlinger Nachrichten	1912	W	3,000	10	380 x 230 mm.	General public.
Moedlinger Volksstimme	1918	W .....(E)	4,000 A	8	.....	Laborers and employes.
Newspapers						
REID						
Innvierteler Zeitung	1880	W .....(E)	3,000 A	8	410 x 280 mm.	Middle class, farmers, laborers.
Rieder Volkszeitung.	1881	W .....(E)	20,000 A	24	275 x 420 mm.	Farmers and tradesmen.
Newspaper						
ROHRBACH						
Muehlviertler Nachrichten	1888..	W	3,000	12	410 x 275 mm.	
Newspapers						
ST. POELTEN						
St. Poeltner Zeitung	1860	W* .....(E)	12,000 A	28	300 x 460 mm.	General public.
Volkswacht	1917	W .....(E)	14,000 A	8	.....	Laborers.
Magazine						
Das Volk	1912	M*	12,000	24	240 x 170 mm.	General public (Catholic)
Newspapers						
SALZBURG						
Pongauer Wochenschau	1924	W* .....(E)	1,800 A	4-6	440 x 280 mm.	General public.
Salzburger Chronik .	1864	ED* .....(E)	5,000 A	10	280 x 410 mm.	Middle class.
Salzburger Volksblatt	1871	MD* .....(E)	12,000 A	12-24	470 x 310 mm.	Farmers and middle class.
Salzburger Volksbote	1900	W* .....(E)	12,000 A	12	280 x 410 mm.	Farmers.
Salzburger Wacht...	1899	ED .....(E)	6,000 A	8 D. 12-16 Sun.	.....	Laborers.
Magazine						
Birgland	1918	M*	50,831	52	315 x 235 mm.	General public.
Trade Publication						
Der Landeskulturrat.	1849	SM* .....(E)	15,000 A	8	410 x 280 mm.	Farmers and agriculturists.
Newspapers						
SAUERBRUNN						
Bauernstimmen	1919	W .....(E)	8,500 A	8	362 x 240 mm.	Farmers.
Burgenlaendische Freiheit	1920	W*	5,000	4-5	400 x 265 mm.	Laborers.
Newspapers						
STEYR						
Muehlviertler Zeitung	1925	W* .....(E)	2,000 A	12	420 x 275 mm.	General public.
Steyrer Tagblatt ...	1919	MD* .....(E)	4,000 A	8-16	.....	Laborers.
Steyrer Zeitung	1875	Tri-W* ...(E)	10,500 A	12	420 x 275 mm.	General public.
Newspaper						
TAMSWEG						
Tauernpost	1906	W*	3,300	12	230 x 300 mm.	General public.
Newspapers						
VIENNA						
Allgemeine Bergsteiger Zeitung ..	1923	W*	16,000	8	410 x 300 mm.	Excursionists, tourists, mountain climbers.
Allgemine Sport Zeitung	1880	SW	2,200		420 x 260 mm.	Sportsmen.
Der Abend	1915	ED* .....(E)	160,000 A	8-12	252 x 380 mm.	Laborers.
Arbeiter Zeitung ...	1895	MD* .....(E)	100,000 A	12	475 x 630 mm.	Laborers and employes.
Badener Volksblatt..	1901	W*	5,000	10	400 x 270 mm.	General public.
Die Boerse	1920	W*	15,000	32	400 x 260 mm.	Finance, stock exchange, banks, wholesale.

(Continued on page 289)

ADVERTISING MEDIA OF EUROPE

AUSTRIA (Cont'd)

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Christlich Soziale Arbeiterzeitung	1895	W*	(E) 10,000 A	8-12	248 x 410 mm.	Laborers and employes.
Der Erzaehler	1902	W*	100,000	16	400 x 260 mm.	Middle class, laborers.
Illustrierte Kronenzeitung	1900	MD*	190,000	16	315 x 240 mm.	All classes.
Illustriertes Wiener Extrablatt	1871	MD*	(E) 35,000 to (E) 60,000 A	12-26	400 x 280 mm.	General public.
Das Interssante Blatt	1882	W*	57,800	20-24	365 x 250 mm.	Middle classes.
Kliene Volkszeitung	1893	MD*	(E)144,000 to (E)164,000 A	16	270 x 204 mm.	Skilled workmen.
Der Morgen	1910	W*	(E) 75,000 A	16	430 x 265 mm.	Laborers, middle class.
Neue Freie Presse	1864	D*	(E) 60,000 X	16-28	430 x 265 mm.	Finance, commerce, etc.
Neue Illustrierte Wochenschau	1906	W*	(E) 90,000 A	20	230 x 350 mm.	Industry, commerce, etc.
Neues Montagsblatt	1893	W*		10	400 x 270 mm.	General public.
Neues Wiener Journal	1893	MD*	(E) 50,000 to (E)105,000 A	16	430 x 285 mm.	Aristocrats, chiefly ladies and wealthy.
Neues Wiener Tagblatt (Neues Wiener Abendblatt)	1866	D*	(E) 55,000 to (E)130,000 A	24	425 x 280 mm.	Middle classes.
Neues Wochenblatt	1915	W*	15,000	12	400 x 270 mm.	General public.
Neuigkeits Weltblatt	1874	ED*	(E) 15,000 A	10	230 x 350 mm.	Middle classes.
Oesterreichische Sonntagszeitung	1889	W*	(E) 25,000 A	14-16	400 x 260 mm.	Tradesmen and other businessmen.
Reichspost	1893	MD*	36,000 (E) 42,000	60	400 x 273 mm.	General public.
Sonntagsglocke	1910	W*	(E) 44,000 A	16	340 x 224 mm.	Employee, tradesmen, farmers.
Sporttagblatt	1921	MD-exS*	20,000	8-12	425 x 280 mm.	Public interested in sport.
Die Stunde	1923	D*	(E) 50,000	12	390 x 270 mm.	General public.
Der Tag	1922	MD*	(E) 40,000 to (E) 50,000 A	10	385 x 273 mm.	Population cities, middle classes.
Volks Zeitung	1854	MD*	(E) 61,000 to (E) 72,000 A	12	420 x 272 mm.	Middle classes and skilled workmen.
Volksfreund fuer das Viertel unter dem Wienerwald	1917	W*	10,000	12	400 x 270 mm.	General public.
Wiener Bilder	1894	W*	39,800	16	364 x 250 mm.	Middle classes.
Wiener Allegemeine Zeitung (Sech Uhrblatt)	1879	ED-exS*	(E) 20,000 A	12-24	400 x 280 mm.	Tradesmen, industrialists.
Wiener Morgen Zeitung	1919	MD*	(E) 21,000 to (E) 24,000 A	10	420 x 280 mm.	All Jews of the world speaking German.
Wiener Schachzeitung	1898	SM	2,000	16	190 x 120 mm.	General public interested in chess.
Wiener Sonn und Montagszeitung	1862	W*	(E) 40,000 A	16	260 x 400 mm.	General public.
Wiener Stimmen	1918	ED*	(E) 20,000 A	4	400 x 270 mm.	General public.
Wiener Zeitung	1703	MD-exMon*	(E) 8,000 A	16	370 x 240 mm.	State offices, banks, lawyers, industrialists.
Die Woche	1905	W*	50,000	12	400 x 270 mm.	General public.
Wochenausgabe des Neuen Wiener Tagblatt	1923	W	(E) 65,000 A	25	425 x 280 mm.	Middle classes.
Magazines						
Die Buehne	1924	W*	40,000	64-76	250 x 185 mm.	General public.
Deutschoesterreichische Lehrer-zeitung	1885	M*	9,500	16-20	200 x 270 mm.	Teachers.
Der Faehrmann	1924	M	5,000	60	200 x 130 mm.	General public.
Die Fahne Mariens	1895	M	19,500	28	270 x 190 mm.	Priests, Catholic families.
Der Gluecksbote	1925	M	100,000	16	240 x 320 mm.	Middle class.
Haeuslicher Ratgeber fuer Oesterreich's Frauen	1894	SM	10,000	24	260 x 185 mm.	Housewives.
Illustriertes Sportblatt	1896	W*	12,000	16	260 x 188 mm.	Sportsmen and people interested in sports.
Kikeriki	1860	W	7,000	8	413 x 288 mm.	General public, middle class.
Jugendwacht	1915	M*	18,000	24	170 x 250 mm.	Young people and farmers.
Moderne Welt	1918	SM		40	350 x 280 mm.	Women.
Die Muskete	1905	W		21	240 x 180 mm.	General public.
Der Naturfreund	1896	BM	145,000	40	185 x 270 mm.	Laborers, employees, students interested in mountain climbing.
Oesterreichische Illustrierte Zeitung	1890	BW*	12,000	24	300 x 210 mm.	General public.
Der Regenbogen	1924	W	20,000	12	285 x 200 mm.	Children.
Trade Publications						
ABC des Kaufmanns	1895	SM*	4,500	24		Business men.
Aerztliche Reform Zeitung	1898	SM	3,300	12-16	320 x 240 mm.	Doctors of medicine.
Allgemeine Automobile Zeitung	1900	SM*	6,000	40-44	260 x 330 mm.	Clubs and public interested in motoring.
Allegemeine Oesterreichische Chemiker und Techniker Zeitung	1884	SM	1,500	20-24	300 x 225 mm.	Chemical and technical engineers.
Allgemaine Eisenhaendler Zeitung	1907	SM	6,000	16-20	225 x 290 mm.	Dealers in iron and iron manufactures.
Allgemeine Photographische Zeitung	1919	M	5,000	24-32	220 x 310 mm.	Amateur and professional photographers.
Anzeiger fuer Papier und Schreibwaren	1890	SM*		30		Paper, stationery and office supplies industry and trade.
Bienenvater	1865	M	15,000	40-45	150 x 230 mm.	Bee and honey industry, trade.
Compass	1876	Yr (2 Vol.)	55,000	1,500 per vol.	100 x 170 mm.	Industry and trade Directory, business wholesale, banks, insurance.
Drogisten Zeitung	1886	SM	1,500	16	260 x 200 mm.	Druggists.
Eisenbahn und Industriel	1893	M	10,000	16	270 x 85 mm.	Railway and industry.
E u M Elektrotechnik und Maschinenbau	1883	W	7,000	50-100		Electro-technical industry and trade, machine industry and trade.
Europa Motor	1913	M	10,000	60-80	312 x 224 mm.	Automobilists and sportsmen, auto industry.
Fabrrad-& Motorfahrzeug	1906	SM	3,500	12	300 x 210 mm.	Dealers and mfgrs. of bicycle and motor-cycle industry.
Der Filmbote	1918	W	1,500	40-50	180 x 240 mm.	Owners of moving picture theatres; film industry; public.
Internationaler Holzmarkt	1910	Tri-W*	10,000	8-12	400 x 260 mm.	Lumber and working industry.
Internationale Maschinenwelt	1915	SW*	25,000	28	200 x 170 mm.	Machinery industry; mining, iron and coal works.
Die Lokomotive	1903	M	3,500	24	235 x 165 mm.	Locomotive manufacturer, railway traffic organizations.
Kalender der Volks Zeitung	1860	Yr	35,000	208-250	190 x 125 mm.	General public.
Der Konditor	1899	Tri-M*	3,000	20	270 x 200 mm.	Confectioners.
Maschinenbauer-und Mechaniker Zeitung	1919	SM	3,000	16	195 x 260 mm.	Machine industry, tool makers, iron working industries.
Merkur	1862	SM & Yr Book*	7,000	8	470 x 315 mm.	Bankers, capitalists, savings banks, insurance.
Die Metallindustrie (U S 3)	1905	SM	1,500	16	195 x 260 mm.	Metal industry and trade.
Montan Zeitung	1895	SM*		15	140 x 165 mm.	Mining industry.
Montanistische Rundschau	1900	SM*		45	165 x 140 mm.	Mining industry and officials.
Neue Wiener Friseur Zeitung	1873	SM*	10,000	32	260 x 200 mm.	Barbers.
Neuer Wiener Boersen-Courier	1882	W*	2,000	4	475 x 315 mm.	Grain and flour dealers, farmers.
Oesterreichische Holzindustrie	1923	M	2,000	24	305 x 230 mm.	Furniture, wood and lumber industry
Oesterreichische Hotel Industrie	1890	SM	1,000	8		Owners of hotels.
Oesterreichische Musikerzeitung	1872	SM*	8,500	8	410 x 260 mm.	Musicians and public interested in music.
Oesterreichische Naehmaschinen Zeitung	1903	SM	3,500	20	300 x 210 mm.	Dealers and manufacturers of sewing machines.
Der Oesterreichische Schuhmachermeister	1874	SM*	15,000	24	180 x 250 mm.	Shoemakers and shoe factories, shoe trade, leather mfgrs., and dealers.
Oesterreichische Spirituosen-Zeitung	1901	W*	2,500	6	415 x 295 mm.	Beverage industry.

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ADVERTISING MEDIA OF EUROPE

AUSTRIA—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Der Oesterreichische Volkswirt	1907	W .....(E)	3,500 A	40	180 x 250 mm.	Financiers, bankers, industrialists, economists.
Petroleum	1903	Tri-M*		100	165 x 240 mm.	Mineral oil industry and trade.
Pharmazeutische Post	1868	W*	1,600	16	.....	Chemists, druggists, physicians, and chemical industry.
Pharmazeutische Presse	1896	SM*	3,000	20-24	310 x 220 mm.	Druggists and chemical industry.
Der Pionier	1924	EM*	25,000	16	240 x 320 mm.	Land owners and farmers.
Der Radiohaendler	1924	M	3,500	12	240 x 170 mm.	Dealers in manufacture of radio apparatuses.
Radiowelt	1924	W*	25,000	56	.....	Public interested in broadcasting.
Die Seifenindustrie	1922	SM*	1,500	32	280 x 190 mm.	Soap and cosmetics dealers and manufacturers.
Schuhindustrie Zeitung	1906	SM*	5,000	72	177 x 250 mm.	Shoe and leather industry.
Taegliche Berichte ueber die Petroleumindustrie	1906	MD*		8	165 x 240 mm.	Mineral oil industry and trade.
Taegliche Montanberichte	1910	SW or Tri-W*		8	165 x 140 mm.	Miners, engineers, mining industry.
Wiener Gast und Schankgewerbe Zeitung	1890	W	18,000	12	300 x 225 mm.	Owners of hotels, restaurants, coffee-houses, breweries.
Wiener Handarbeit	1926	M*	20,000	24	255 x 185 mm.	Women and dealers in needle work supplies.
Wiener Klinische Wochenschrift	1888	W*	4,000	28	230 x 300 mm.	Physicians.
Zeitschrift der Dampfkesseluntersuchungs- und Versicherungs Gesellschaft A. G.	1875	M	2,500	28	255 x 340 mm.	Owners of steam engines and steam boilers.
Zeitschrift des Internationalen Bohrtechniker	1892	SM*		50	165 x 240 mm.	Drilling industry.
Zeitschrift fuer Eis und Kaelte-Industrie	1908	M*		16	165 x 140 mm.	Cold storage industry.
Zentral Organ der Portiere und Hausbesorger	1894	M	22,000	4	.....	Porters and janitors.
Zoll, Speditions, und Schiffahrts Zeitung	1893	Tri-M*		36	210 x 280 mm.	Shippers and forwarders, railways, ship companies.
Der Zuckerwarenhaendler	1910	M	1,500	12	195 x 260 mm.	Dealers in confectionery.
Allgemeine Gastgewerbe Zeitung	1903	M	9,000	14-20	570 x 320 mm.	Owners and proprietors of hotels, restaurants, bars, and similar undertakings.
Gasthaus, Hotel, Kaffeehaus	1926	W*	5,000	8	400 x 260 mm.	Owners and proprietors of hotels, restaurants, bars, and similar undertakings.
Internationale Hotel Zeitung	1877-1920	M	5,000	12-14	460 x 300 mm.	Owners and proprietors of hotels, restaurants, bars, and similar undertakings.
Kontakt	1925	BM	2,000	...	220 x 300 mm.	Reclame trade—Organ for the protection of advertisers in Austria.
Das Modern Hotel	1925	SM	8,000	16-20	230 x 300 mm.	Owners and proprietors of hotels, restaurants, bars, and similar undertakings.
Oesterreichische Lebensmittel Zeitung	1925	W*	5,000	8	400 x 260 mm.	Wholesalers, dealers of foodstuffs, grocers, etc.
Oesterreichische Reklame	1926	BM*	3,500	40	235 x 310 mm.	Commercial organizations and business men.
Die Reklame "Zeitschrift des Verbandes deutscher Reklame-Fachleute"	1907	SM	9,000	Varies	235 x 310 mm.	Large concerns, advertisers, traders—Organ of Union of Advertising Experts.

BELGIUM

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
ANTWERP						
Newspapers						
L'Echo du Soir	1921	ED—French	16,000	6	17½ x 22¾"	Financiers
Gazet Van Antwerpen	1890	MD-ED—Flemish	70,000	6	17¼ x 23.2"	Flemish and middle Catholics.
Het Handelsblad	1845	MD—Flemish	45,000	6	18¾ x 24.3"	Small Flemish trade; middle-class Catholics
Lloyd Anversois	1857	ED—French	13,000	12	15½ x 22½"	All business and shipping circles.
Le Matin	1894	MD—French	45,000	12	14.5 x 20.5"	Best and middle classes.
La Metropole	1894	MD—French	27,500	6	18 x 21¾"	Middle-class.
De Morgenpost	1920	MD—Flemish	†16,000	6	17 x 23¼"	Flemish Nationalist party.
Le Neptune	1903	MD—French	50,000	12	15 x 21"	Business men and shipping agents.
De Nieuwe Gazet	1896	MD-ED—Flemish	†40,000	8	14¾ x 23"	Flemish liberal political paper.
De Scheide	1917	MD—Flemish	†20,000	6	16 x 23¼"	Flemish "Frontistes" party.
Trade Publications						
L'Echo des Bois	1907	W—French	†400	18	10¾ x 14½"	Lumber dealers.
De Juweller	1920	SM—French, Flemish and English	†1,500	8	10.7 x 15¾"	Diamond dealers.
Le Negociant-Exportateur	1924	QT—French, Spanish and Flemish	....	40	7 x 10½	Exporters
BRUSSELS						
Newspapers						
The Anglo-Belgian Times	....	W*—English	12,000	28	12 x 15"	English and American colony and business.
Le Courrier de la Bourse et de la Banque	1895	ED*—French	60,000	16	40 x 58 cm.	Finance and commerce.
La Derniere Heure	1906	MD-ED*—French	191,104	6-12	57 x 43 cm.	All classes.
L'Echo de la Bourse	1880	ED*—French	40,000	16	35½ x 52½ cm.	Finance and commerce.
L'Eventail	1888	W*—French	....	16-32	56 x 37 cm.	Theatrical, literary, artistic and society journal.
Het Laatste Nieuws	1888	M-ED*Flemish	112,502	8-14	33½ x 48½ cm.	Separationists speaking Flemish.
La Libre Belgique	1884	MD-ED*—French	121,000	6-16	56 x 41 cm.	All classes.
Moniteur des Interets Materials	1851	ED-W*—French	†18,000	20	35 x 26 cm.	Business men.
La Nation Belge	1917	MD-ED*—French	175,000	6-16	56 x 39½ cm.	All classes.
Le Peuple	1886	MD-ED—French.	85,000	6-8	42½ x 60 cm.	Working class.
Le Soir	1886	MD-ED*—French	235,000	10-16	62 x 44½ cm.	All classes.
Le Siecle	1895	MD-ED*—French	80,000	12	42½ x 60 cm.	All classes.
Trade Publications						
Le Lloyd Commercial	....	M*—French	10,000	52-90	28 x 21 cm.	Business men.
CHARLEROI						
Newspapers						
Gazette de Charleroi	1877	ED*—French	46,000	6-16	62 x 44 cm.	All classes.
Journal de Charleroi	1847	ED—French	45,000	6-8	57 x 41 cm.	All classes.
LIEGE						
Newspapers						
L'Express	1892	MD*—French	(E) 34,000 A	6	17¼ x 24¾"	All classes of people, literary and political paper.
La Gazette de Liege	1840	MD*—French	(E) 45,000 A	6	17¾ x 21.7"	Catholics.
La Meuse	1899	MD*—French	(E) 40,000 A	6	16¾ x 23.7"	All classes.
Le Journal de Liege	1766	MD*—French	(E) 15,000 A	4	17½ x 23½"	Liberal political party.
Les Annonces Legeoises	1920	SW—French	.....	4	16¾ x 23½"	Middle class people and employes.
La Wallonie	1919	MD*—French	(E) 30,000 A	8	17 x 23½"	Organ of the Socialist party.

BULGARIA

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
BOURGAS						
Newspapers						
Bourgaski Far	1919	ED-exM*—Bulgarian	8,000	2	19 x 13"	General.
Morska Zaria	1923	ED-exS—Bulgarian	4,200	2	19 x 24"	General.
Trade Publication						
Izevestia (Bulletin of Chamber of Commerce)	1912	W—Bulgarian	1,960	8	12½ x 19½"	Merchants.
RUSSE						
Newspapers						
Russenska Poshta	1926	MD—Bulgarian	8,000	4	12 x 19"	Mixed.
SOFIA						
Arax	1926	D—Armenian	3,000	8	19 x 12½"	General—Armenians.
La Bulgarie	1918	ED-exS—French	6,000	6	15 x 23"	General.
Dnevnik (Daily)	1903	ED-exS—Bulgarian	15,000	2	24 x 16½"	General.
Illustrovana Sodmitza	1922	W—Bulgarian	15,600	8	19 x 12½"	General.

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ADVERTISING MEDIA OF EUROPE

BULGARIA—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Invalid	1918	W—Bulgarian	8,600	4	18½ x 12½"	War invalids.
Istina (Truth)	1924	W—Bulgarian	1,460	4	19 x 12½"	Catholics.
Mir (Peace)	1894	MD-exS—Bulgarian	15,000	4	17 x 22"	General.
Outro (Morning)	1911	MD-exMon—Bulgarian	52,000	2	24 x 16½"	General.
Politica	1919	W—Bulgarian	15,500	4	16 x 24"	General.
Slovo (Word)	1922	ED-exS—Bulgarian	10,202	4	22½ x 16½"	General.
Svobodna Rech	1924	MD-exMon—Bulgarian	18,000	4	15 x 22"	General.
Tserkoven Vestnik	1900	W—Bulgarian	6,096	12	12½ x 9½"	Clergy, teachers.
Znamo (Flag)	1894	MD-exMon—Bulgarian	10,000	2	21 x 15"	Largely political.
Zora (Dawn)	1919	MD-exMon—Bulgarian	24,500	4	21 x 15½"	General.
Zornitza (Morning Star)	1880	W—Bulgarian	5,000	4	12 x 19"	Religious.
Trade Publications						
Finansov Vestnik (Financial Journal)	1918	Tri-M—Bulgarian	4,000	8	12½ x 9¼"	Businessmen, bankers.
Sofyiski Targovski Vestnik (Sofia Trade Paper)	1911	W—Bulgarian	7,350	4	19 x 24"	Commercial and technical.
Zanaiatchliska Duma (Artisans Word)	1919	SW—Bulgarian	7,000	4	19 x 12½"	Artisans.
Newspaper		**VARNA**				
Varnonski Novini (Varna News)	1912	ED—Bulgarian	8/10,000	4	16 x 23"	General.

CZECHOSLOVAKIA

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspaper		**ASCH**				
Ascher Zeitung	1863	MD*—German	5,000	8	40 x 28 cm.	Laborers and clerks, manufacturers.
Trade Publications						
Auto-Markt	1923	W*—German, also some Czech	14,000	40-80	310 x 230 mm.	Manufacturers and dealers in motor cars.
Boerse fuer Eisenhaendler und Waren-Markt	1905	W*—German, also some Czech	12,000	20-24	310 x 230 mm.	Merchants dealing in iron, steel ware, toys, jewelry, etc.
Export Asch	1921	W—Alternately German, English, French & Spanish	5,000	16-20	310 x 230 mm.	Exporters of machinery, motor cars, technical requirements, etc.
Maschinen-Markt	1899	Tri-W*—German, also some Czech	19,000	24-28	310 x 230 mm.	All tradesmen dealing in mechanics, etc.
Die Textile Boerse, Textilmachine, Konfektionaer- und Textil-Zeitung	1923	BW*—German	8,000	40-48	310 x 230 mm.	Industrialists in the respective line.
Trade Publication		**BODENBACH A. ELBE**				
Radio Rundschau	1919	SM*—German	2,000	24	210 x 297 mm.	Engineers, drughtsmen, machinists, laborers, clerks.
Newspapers		**BOHM. BUDWEIS**				
Deutscher Bohmerwaldbote	1925	W*—German	2,200	12	300 x 235 mm.	All classes.
Der Gewerbefreund	1925	W*—German	5,000	12	300 x 235 mm.	All classes.
Der Sonntagsbote	1925	W*—German	10,000	12	300 x 235 mm.	All classes.
		BOSKOVICE				
Nase Zajmy	1921	W*—Czech	1,500	8	420 x 290 mm.	Educated middle class.
		BRATISLAVA				
Grenzbote	1871	W—German	Daily 10,000 Sunday 12,500	8	44 x 29.5 cm.	Industrial and business circles.
Magyar Ujsag	1919	ED*—Hungarian.	5,000	8	420 x 268 mm.	Industrialists and agrarians.
Narodny Dennik	1920	ED-exMon*—Slovak	....	4-8	47 x 31 cm.	Clerks, teachers, tradesmen, also farmers.
Pravda	1920	ED—Slovak	5,000	4-6	45 x 32 cm.	Farmers, tradesmen, workers.
Slovenska Domovina	1919	W*—Slovak	8,000	4	325 x 225 mm.	Agrarians.
Slovenska Politika	1920	EDexMon—Slovak ...Daily Slovak..Sunday	10,500 12,000	6	510 x 350 mm.	Business men, tradesmen, farmers, clerks.
Slovenska Vlast	1919	W*—Slovak	8,000	8	325 x 225 mm.	Agrarians.
Slovenske Slovo	1922	W*—Slovak	8,000	8-12	32.5 x 22.5 cm.	Government employees, agrarians and tradesmen.
Slovensky Dennik	1918	MD&ED*—Slovak	16,000	8-12	360 x 510 mm.	Educated middle class.
Slovensky Tyzdennik	1904	W*—Slovak	9,600	6	430 x 300 mm.	All classes, mostly peasants.
Trade Publications						
Carpathis Lumber Journal	1919	W—German	3,000	20	9½ x 12¼"	Lumber growers, lumber dealers and mill owners.
Mlady Rolnik	1923	SM*—Slovak	6,000	6	230 x 165 mm.	Agrarians.
Lederzeitung	1923	SM*—Slovak and German	1,500	28		Leather merchants, manufacturers, tanners, shoemakers.
Pharmacien	1918	SW—Slovak, German & Magyar	600			Pharmacists.
Newspapers		**BRAUNAU**				
Deutscher Bote	1901	SW*—German	5,000	8	400 x 280 mm.	All classes.
Volkische Rundschau	1925	W—German	2,500	8	400 x 280 mm.	All classes.
		BRNO (BRUEN)				
Lidove Noviny	1893	MD & ED*—Czech	100,000	16-20 24	357 x 478 mm.	Intelligence, industry and trade.
Moravska Domovina	1919	W*—Czech	18,000	6	325 x 225 mm.	Agrarians.
Moravska Orlice	1862	ED*—Czech	12,000	6	280 x 420 mm.	Middle classes and rich people.
Moravske Noviny	1879	MD*—Czech	85,000	4-6-16	320 x 225 mm.	All classes.
Moravsky Cen	1912	W*—Czech	30,000	4	325 x 225 mm.	Agrarians.
Moravske Slovo	....	MD*—Czech	30,000			Members of the National Socialist Party.
Morgenpost	1865	MD-exMon*—German	26,000	8	280 x 410 mm.	All classes.
Narodni Neviny	1925	MD*—Czech	Daily 15,000 Sunday 25,000	6-8	410 x 270 mm.	Industrialists, businessmen and tradesmen, professors, teachers, etc.
Revnost	1884	MD—Czech	15,000	6-8-12	350 x 220 mm.	All kinds of mental and physical workers.
Solske Hlasy	1898	W*—Czech	25,000	10	36 x 29 cm.	Especially agrarians.
Stredostavovske Snahy	1920	SW—Czech	3,500	4	28 x 47 cm.	Businessmen and tradesmen.
Svoboda	1919	MD*—Czech	30,000	6	315 x 225 mm.	Agrarians.
Tagesbote	1850	MD & ED*—German	18,000	18	305 x 480 mm.	Educated middle class.
Trade Publications						
Ceska Selka	1903	M*—Czech	20,000	30	225 x 155 mm.	Agrarians.
Fachblatt Deutscher Friseure	1922	SM*—German, Hungarian and Slovak	2,500	24	33 x 23 cm.	Hairdressers, perfumers.
Fachzeitung des deutschen Zentralverbandes der Schneider und Schneiderinnen im csl. Staate	1922	M*—German	2,500	12		Dressmakers.
H. D. I. Mitteilungen	1908	M*—German	2,500	28-60	210 x 297 mm.	Engineers, class of industry.
Verlautbarungen der Deutschen Sektion des Maehrischen Landeskulturrates.	1899	SM—German	3,000	12-16	300 x 210 mm.	Agriculturists.
Newspaper		**CARLSBAD**				
Deutsche Tageszeitung, Karlsbader Badeblatt	1859	MD*—German	Daily 5,000 Sunday 6,000	8 20	23½ x 24½ cm.	Middle classes.
Trade Publication						
Review for Glass Works	....	M*—English and German	2,000 A	15-20	22 x 32 cm.	Glass trade and industry.
Newspapers		**CESKA TREBOVA**				
Ceskoslovensky Drevarsky Vestnik	1919	W*—Czech	1,000	6-10	280 x 375 mm.	Class of wood industry.
		DUX				
Duxer Zeitung	1870	W—German	3,000	12	27 x 42 cm.	All classes.
Trade Publication						
Schlagel und Eisen	1902	M*—German	1,000	32	18 x 24 cm.	Mining engineers.
Newspapers		**EGER**				
Egerer Tagblatt	1846	ED*—German	12,000	8	315 x 470 mm.	All classes.
Egerer Zeitung	1846	ED*—German	12,000	8	315 x 470 mm.	All classes.
Egerlaender Sonntagblatt	1922	W—German	3,000	8	315 x 470 mm.	
Egerland u. Marienbad-Tepler-Bezirksblatt	1896	Tri-W*—German	7,300	6	56 x 32 cm.	Readers of all occupations and positions.
Egerlander Rundschau	1896	W*—German	6,000	8	31.5 x 47.5	Tradesmen, employees.
		FREIWALDAU				
Deutscher Volksfreund	1874	W*—German	5,000	8	22½ x 34½ cm.	Laborers, agrarians, priests, clerks, tradesmen.
		FREUDENTHAL				
Freudenthaler Zeitung	1904	SW*—German	4,000	6-10	45 x 30.5 cm.	Tradesmen, clerks, farmers and laborers.
		GABLONZ a. N.				
Gablonzer Tagblatt	....	MD & ED*—German	14,000	16	47 x 31½ cm.	.....

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ADVERTISING MEDIA OF EUROPE

CZECHOSLOVAKIA—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
GEORGSWALDE						
Das Niederland	1908	SW*—German	4,600	4 8-12	Wed. 30 x 45 cm. Sat.	Agrarians, tradesmen and laborers.
HAIDA						
Deutsch-Gabeler Zeitung	1926	W—German	1,050	16	41 x 29 cm.	All classes.
Haidaer Zeitung	1874	W—German	4,200	16	41 x 29 cm.	All classes.
Niemeser Zeitung	1926	W—German	1,450	16	41 x 29 cm.	All classes.
Trade Publications						
Das Holz	1916	W*—German	2,000	8	380 x 279 mm.	Sawing-mill owners, timber merchants and exporters.
Das Lichtbild	1925	M—German	2,500	32-40	230 x 295 mm.	Academics, professionals and amateurs.
Newspapers						
HODONIN						
Slovacka Zupa	1926	W*—Czech	....	8	420 x 290 mm.	Educated middle class.
Slovacko	1906	MD*—Czech	6,500	4-8	425 x 290 mm.	All classes.
HRADEC KRALOVE						
Kraj Kralovehradecky	1920	SW—Czech	4,000	8	430 x 270 mm.	Agrarians.
JAEGERNDORF						
Das Volk	1918	ED &—German W*—German	2,000 10,000	6 8	310 x 460 mm. 310 x 460 mm.	Trades and Business men, industrialists, country people.
JAROMER						
Pokrok	1909	W*—Czech	4,000	6	430 x 270 mm.	Agrarians.
JIHLAVA						
Jihlavske Listy	1916	W*—Czech	7,500	6	325 x 225 mm.	Agrarians.
Jihlavsko	1920	W—Czech	1,200	8	420 x 290 mm.	Educated middle class.
KAADEN						
Kaadner Zeitung	1907	SW—German	3,400	12	41 x 28 cm.	Tradesmen and agrarians.
KLADNO						
Svoboda	1890	Tri-W*—Czech	8,000	4	450 x 300 mm.	Laboring and middle class.
KLATOVY						
Klatovsky Kraj	1923	SW*—Czech	10,000	8	325 x 225 mm.	Agrarians.
KOMOTAU						
Deutsches Volksblatt	1864	ED*—German	6,000	8	31.5 x 47 cm.	All classes.
KOSICE						
Gazdovske Noviny	1919	W*—Slovak	5,000	4	410 x 270 mm.	All classes—especially agrarians.
Kassai Naple	1884	ED—Hungarian	12,000	10-16	400 x 268 mm.	Middle class.
Slovensky Lud	1921	W*—Slovak	30,000	12	265 x 180 mm.	All classes.
Slovensky Vychod	1919	MD*—Slovak	Daily 8,000 Sunday 12,000	8	410 x 280 mm.	All classes.
KROMERIZ						
Milicuv Kraj	1926	W*—Czech	1,500	8	420 x 290 mm.	Educated middle class.
LAZNE PODEBRADY						
Podebradske	1915	W—Czech	2,500	8		All classes.
LEITMERITZ						
Deutsche Landheimat	1922	SW—German	6,000	8 10	Wed. 420 x 290 mm. Sat.	Farmers.
Leitmeritzer Zeitung	1870	SW*—German	8,000	16-32	43 x 27½ cm.	Agrarians and tradesmen.
Trade Publications						
Muhlen-Zeitung	1921	SM—German	2,000	16-20	200 x 270 mm.	Milling industry.
Newspapers						
LOUNY						
Nase Straz	1908	W*—		10	325 x 225 mm.	Agrarians.
MLADA BOLESLAV						
Mladoboleslavsko Listy	1888	SW*—Czech	3,000	4	340 x 230 mm.	Agrarians.
Rodny Kraj	1908	W*—Czech	4,000	10	335 x 225 mm.	Agrarians.
Straz Pojizeri	1900	W—Czech	10,200	8	230 x 330 mm	All classes, mainly laborers and middle class.
MOR. BUDEJOVICE						
Nase Noviny	1925	W*—Czech	1,500	8	420 x 290 mm.	Educated middle class.
MOR. KRUMLOV						
Blahoslavuv Kraj	1926	W—Czech	1,500	8	420 x 290 mm.	Educated middle class.
MOR. OSTRAVA						
Delnicky Denik	1918	MD-exMon*—Czech	9,000	4-6	410 x 290 mm.	Miners, workers, farmers.
Duch Gasu	1894	MD*—Czech	15,000	8	420 x 280 mm.	Miners, laborers, clerks and agrarians.
Moravskoslezsky Denik	1918	MD*—Czech	15,000	16	410 x 620 mm.	Private and Government clerks, business men, tradesmen.
Morgenzeitung und Handelsblatt	1913	MD—German	Daily 23,000 Sunday 32,000	14-16		Farmers, clerks, merchants, tradesmen, financiers.
Nas Kraj	1920	W*—Czech	18,000	8-10	420 x 280 mm.	Agrarians, miners, laborers.
Ostravsko	1926	W*—Czech		8	420 x 290 mm.	Educated middle class.
Ostravsky Denik	1900	ED*—Czech	5,000	4	420 x 620 mm.	Business men, tradesmen, private and Government clerks, independent occupations.
Samostatnost	1919	W*—Czech	6,000	6	415 x 280 mm.	Tradesmen and business men.
MOST						
Bruexer Zeitung	1848	ED-exS*—German	18,000	10	31.5 x 47 cm.	All classes.
MUKACEVO						
Karpatorusky Vestnik	1921	W*—Russian	5,000	4	400 x 270 mm.	Agrarians.
NITRA						
Vola L' udu	1920	W—Slovak	3,000	4	35 x 24 cm.	
NOVE MESTO NA MORAVE						
Horacke Listy	1908	W*—Czech	3,000	8	40 x 20 cm.	Farmers, manufacturers, clerks, tradesmen.
OLOMOUC						
Coskoslovensky Denik (formerly a weekly 1904)	1919	MD*—Czech	16,000	6	41 x 29 cm.	Especially business men and tradesmen.
Mahrisches Tagblatt	1879	MD-exS—German		6	330 x 470 mm.	All classes of society, industry and commerce.
Olomoucky Kraj	1926	W*—Czech	1,500	8	420 x 290 mm.	Educated middle class.
Pozor	1887	MD-ex Mon.—Czech	12,000	8-10	450 x 300 mm.	.....
Selske Listy	1882	SW*—Czech	17,000	4	405 x 290 mm.	Agrarians.
OPAVA (Troppau)						
Deutsche Post	1918	MD*—German	12,000	16	300 x 450 mm.	Well situated families.
Deutsche Woche	1921	W*—German	31,000	24	300 x 450 mm.	All classes.
Deutsche Zeitung	1920	MD*—German	5,000	16	300 x 450 mm.	Middle class.
Illustrierte Tagesschau	1926	ED*—German	7,000	6	300 x 450 mm.	Poorer classes.
Svobodna Republika	1920	W*—Czech	7,500	8	370 x 250 mm.	Agrarians.
PARDUBICE						
Vychodocesky Republikan	1919	W*—Czech		8	420 x 260 mm.	Agrarians.
PILSEN (Plzen)						
Cesky Denik	1864	MD*—Czech	Daily 19,000 Sunday 29,000	8-10 16-24	320 x 220 mm.	Middle class. Class of businessmen and professionals.
Cesky Smer	1908	MD*—Czech	15,500	8	336 x 222 mm.	Workmen, officers and tradesmen.
Nova Doba	....	ED*—Czech	Daily 25,000 Sunday 30,000	8-10	280 x 390 mm.	All classes, mostly workmen.
Pilsner Tagblatt	1900	MD*—German	5,100	4	510 x 340 mm.	Industrialists, business men, farmers, clerks, teachers, etc.
Plzensky Kraj	1907	SW*—Czech	10,000	6	325 x 225 mm.	Agrarians.
PODEBRADY						
Nezavislost	1901	W*—Czech	5,000	8	325 x 225 mm.	Agrarians.
PRAGUE						
Czech	1875	MD-ex Mon*—Czech	10,000	8 12-16	Daily 28 x 39 cm. Sunday	Conservative, clerical, and people's party.
Cep	1907	W*—Czech	50,000	6	330 x 225 mm.	Agrarians.
Cesko Slovo	1907	MD-ex Mon*—Czech	38,000 to 136,000	18	420 x 280 mm.	State employees, tradesmen, clerks, laborers, etc.
Deutsche Landpost	1919	MD*—German	12,000	8	279 x 120 mm.	Agrarians.
Deutsche Presse	1924	MD & ED*—German	Daily 15,000 Sunday 17,000	8	38 x 54.5 cm.	All classes.
Deutsche Zeitung Bohemia	1828	MD*—German	30,000	16	32½ x 46 cm.	Industry, business men, middle classes.
Lid	1917	MD*—Czech	54,000	6	315 x 220 mm.	Catholics.
Lidove Noviny	1920	MD*—Czech	Daily 25,000 Sunday 28,000	8-16	400 x 265 mm.	Catholics of the whole Republic.
Lidovy Denik	1919	MD*—Czech	200,000	6	330 x 225 mm.	Agrarians.
Narod	1860	ED*—Czech	80,000	8-60	510 x 360 mm.	Commercial, industrial and well-to-do classes.
Narodni Listy	1860	MD*—Czech	65,000	8-60	510 x 360 mm.	Commercial, industrial and well-to-do classes.
Narodni Osvobozeni	1924	MD—Czech	90,000	16	32 x 47 cm.	Intelligentsia and legionnaires.
Narodni Politika	1882	MD-ex Mon*—Czech Daily ED-ex Sun.*—Sunday	145,000 335,000	20	325 x 230 mm.	All classes.
Neue Morgenpost	1908	MD-ex Mon.*—German	25,000	6-8	360 x 420 mm.	Clerks, business men and tradesmen.
Novy 28 Rijen	1919	ED*—Czech	18,000	4-6 10-12	D. 32 x 48 cm. Sat. & Sun.	Officials of the state, land, towns, etc., higher class of laborers.

(*Continued on page* 293)

ADVERTISING MEDIA OF EUROPE

CZECHOSLOVAKIA—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Pondelnik	1907	W*—Czech	76,000	8	420 x 280 mm.	Sportsmen.
Prager Presse	1921	MD & ED*—German	30,000	12-20	415 x 280 mm.	Commercial.
Prager Tagblatt	1875	D-ex Mon.—German	Daily 46,000 Sunday 63,000	18-30	325 x 470 mm.	Business world, middle classes, officials, etc.
Pravda	1920	Tri-W—Czech	15,000	4-20		Workmen, clerks.
Prazsky Vecernik	1917	MD*—Czech	12,000	6	315 x 220 mm.	Catholics.
Sozialdemokrat	1921	MD-ex Mon.*—German	11,800	12	290 x 420 mm.	Social democrats.
Vecer	1917	ED*—Czech	45,000	4	466 x 310 mm.	All classes.
Vecerni Ceske Slovo	1907	ED-ex Sun.—Czech	208,000	6	420 x 280 mm.	All classes.
Venkov	1906	D*—Czech	70,000	12	466 x 310 mm.	Agrarians.
Zukunft	1921	SW*—German	12,000	12	420 x 290 mm.	Social democratic workmen and clerks.
Magazines						
Ceskoslovenska Zena	1923	M—Czech	12,000	16	260 x 190 mm.	Women.
Hlas Narodni Obrany	1918	SM—Czech	11,000	16-20	240 x 182 mm.	Military and gendarme class.
List Pani a Divek Ceskych	1924	W*—Czech	65,000	20-24	340 x 220 mm.	Better class of people.
Moravanka	1924	W*—Czech	26,000	20-24	340 x 220 mm.	Better class of people.
Prazanka	1924	W*—Czech	40,000	20-24	340 x 220 mm.	Better class of people.
Prazsky Illustrovany Zpravodaj	1920	W*—Czech	180,000	24	340 x 220 mm.	Different classes of people.
Salon	1920	M*—Czech	12,000	54	320 x 205 mm.	Wealthy people.
Stastna Rodina	1921	M*—Czech	28,000	24	260 x 190 mm.	Czech families, especially women.
Rozkye	1908	W*—Czech	40,000	16	300 x 225 mm.	All classes of young people.
Tschechoslovakei (Czechoslovakia)	1926	M—English and German	2,000	16	23 x 30 cm.	Traveling.
Trade Publications						
Der Boehmische Bierbrauer	1874	W—German	1,200	16	23 x 30 cm.	Brewing tradesmen.
Casopis cs Architektu	1902	M—Czech	1,800	18	210 x 297 mm.	Industrial.
Casapis Pro Dejiny Venkova	1919	Qt.*—Czech	10,000	60	200 x 120 mm.	Agrarians.
Ceskoslovensky Zemedelec	1919	W*—Czech	90,000	16	295 x 220 mm.	Agrarians.
Chemicky Obzor	1926	M*—Czech	1,800	44	210 x 297 mm.	Industrial.
Domovina Domkaru a Maloroinlku	1919	W*—Czech	30,000	8	325 x 225 mm.	Agrarians.
Hospodar Coskoslovensky	1870	SM*—Czech	6,000	16	265 x 367 mm.	Farmers.
Internationale Filmschau	1919	SM—German	1,200			Class of moving picture industry.
Kodym	1904	M*—Czech	8,000	36	210 x 150 mm.	Agrarians.
Mlady Venkov	1922	W*—Czech	6,000	8	325 x 225 mm.	Agrarians.
Die Nahrungsmittelindustrie	1922	W—German	1,000	16	20 x 27 cm.	Industrial.
Nas Kraj	1919	W*—Czech	2,800	4	400 x 300 mm.	Agriculturists.
Nase Kampolicka	1910	M*—Czech	80,000	8	325 x 225 mm.	Agrarians.
Nase Samosprava	....	M*—Czech	10,000		225 x 150 mm.	Agrarians.
Novy Cas	1912	W*—Czech	5,000	12	325 x 225 mm.	Agrarians.
Obrana Zemedelcu	1919	W*—Czech	12,000	8	325 x 225 mm.	Agrarians.
Pivovarsky Casopis Kvas	1873	W—Czech	1,800	16	23 x 30 cm.	Brewing tradesmen.
Prumysl Potravinarsky	1922	W—Czech	2,000	16	20 x 27 cm.	Industrial.
Pondelni List	1926	W*—Czech			420 x 280 mm.	
Radio	1923	M—Czech	5,000	32	175 x 260 mm.	Radio amateurs.
Strojnicky Obzor	1921	SM—Czech	1,800	16	210 x 297 mm.	Industrial.
Technicky Obzor	1866	SM—Czech	1,800	16	210 x 197 mm.	Industrial.
Venkovan	1906	W*—Czech	22,000	4	400 x 265 mm.	Christian agriculturists.
Welthandel	1920	BW—German	20,000	8-16	540 x 220 mm.	Industrial—business, etc.
Zemedelske Druzstevni Listy	1896	W*—Czech	8,000	10	320 x 225 mm.	Agrarians.
Zvostovani	1919	SM*—Czech	10,000	8	325 x 225 mm.	Agrarians.
Newspapers		**PREROV**				
Novy Narod	1923	BW—Czech	45,000	8	19 x 28 cm.	All classes.
Pravo	1920	W—Czech	9,500	6	38 x 28 cm.	All classes.
Prerovsko	1926	W—Czech	1,500	8	420 x 290 mm.	Educated middle class.
Severomoravsky Kraj	1923	W—Czech	2,865	6-8	38 x 25 cm.	Middle class.
		PRESSBURG				
Pressburg Zeitung	1764	MD-ex Mon.—German	15,000	8 (20-Sun)	42 x 28 cm.	All classes.
		ED-ex Sun.*—		4		
		PROSIEJOV				
Hlas Lidu	1885	Tri-W*—Czech	4,000	6	420 x 280 mm.	Labor class and middle classes.
		REICHENBERG				
Deutsche Volks-Wacht	1904	W—German	8,000	8	400 x 300 mm.	Laborers and middle class.
Reichenberger Zeitung	1860	MD & ED*—German	35,000	20	360 x 272 mm.	Classes of industry, commerce, trade, educated and middle class.
			Sunday 65,000	40	Sun.	
Trade Publications						
Deutsche Fleischer Zeitung	1900	W—German	2,300	12	295 x 410 mm.	Tradesmen.
Hotel-und Gast-Gewerbezeitung	1920	W—German	16,200	8-12	41 x 35 cm.	Businessmen, hotel and restaurant keepers.
Newspapers		**RUZOMBEROK**				
Podtatranska Slovac	1921	W*—Slovak	5,000	8-10	22.5 x 35 cm.	Mostly farmers.
Republikan	1921	W*—Slovak	5,000	8-10	22.5 x 35 cm.	Mostly farmers.
Slovenske Hlasy	1921	W*—Slovak	5,000	8-10	22.5 x 35 cm.	Mostly farmers.
Newspaper		**SAAZ**				
Heimat	1923	Tri-W—German	5,200	16		Agrarians.
		STRAKONICE				
Posumavsky Kraj	1919	W*—Czech	5,000	12	325 x 225 mm.	Agrarians.
		TABOR				
Nas Kraj	1919	W*—Czech	3,000	4	400 x 290 mm.	Agrarians.
		TELC				
Telecsko	1926	W—Czech	1,500	8	420 x 290 mm.	Educated middle class.
Trade Publications		**TEPLITZ-SCHONAU**				
Der Gerber	1875	SM*—German	1,600	24		Tanners.
Igenieur-Zeitschrift	1920	BW*—German	3,000	30		Engineers.
Der Kleine Landwirt	1920	W—German	9,000	8	310 x 240 mm.	Small farmers, etc.
Der Kohleninteressent	1880	SM*—German	1,500	32		Coal-traders.
Malor- und Lackerzeitung	1920	M*—German	1,000	14	36 x 26 cm.	Painters, varnishers, etc.
Medizinischer Kurier	1926	M—German	10,000	8-16	23½ x 31 cm.	Class of industry, merchants.
Reklamekunst	1923	M—German	2,500	24-48	23½ x 31 cm.	Class of industry, merchants.
Newspapers		**TETSCHEN A.D.E.**				
Nordbohmisches Tagblatt	1854	D*—German	13,500	16	47½ x 32 cm.	All classes.
Sudettendeutsche Tageszeitung	1923	MD*—German	20,000	16	200 x 315 mm.	Classes of industry, commerce, trade, clerks, teachers, academics, etc.
Trade Publications						
Landwirtschaftliche Fachpresse fuer die Tchechoslovakl	1923	W*—German	4,000	10	46 x 31 cm.	Progressive farmers of influence.
Newspapers		**TISNOV**				
Nas Kraj	1907	W—Czech	1,500	8	420 x 290 mm.	Educated middle class.
		TREBIC				
Demokrat	1919	W*—Czech	1,500	8	420 x 290 mm.	Educated middle class.
Zajmy Venkova	1919	W*—Czech	5,000	8	325 x 225 mm.	Agrarians.
		TRNAVA				
Novo Slovensko	1923	W*—Slovak	8,000	10-12	420 x 290 mm.	Farmers, businessmen and tradesmen, officers.
		TRUTNOV (TRAUTENAU)				
Trautenauer Tagblatt	1872	ED*—German	10,000	6-12	380 x 240 mm.	Industrialists, clerks, etc.
		UHERSKE HRADISTE				
Slovacka Domovina	1919	W*—Czech	4,000	6	320 x 225 mm.	Agrarians.
Slovacke Noviny	1883	W*—Czech	4,150	8	42 x 32 cm.	Middle class.
Zajmy Slovace	1884	W—Czech	5,000	8-10	24 x 37 cm.	Intelligents, businessmen.
		USTI N. LABEM (AUSSIG)				
Aussiger Tagblatt	1856	ED-ex Sun. and Fri.*—German	15,000	12	47 x 32½ cm.	All classes.
Volksrecht	1895	MD—German	Daily 4,500 Saturday 6,000	6-8	470 x 325 mm.	All classes.
Trade Publications						
Aerztliche Nachrichten	1916	BW*—German	3,000	88		Physicians.
Newspapers		**UZHOROD**				
Uj Kozlony	1867	ED-ex Mon.—Hungarian	2,000	4	260 x 420 mm.	Merchants,
Vperod	1920	SM—Ukrainian	2,000	4	42 x 29 cm.	All classes.
		VAL. MEZIRICI				
Valassko	1926	W—Czech	1,500	8	420 x 290 mm.	Educated middle class.
		WARNSDORF				
Abwehr	1871	ED—German	12,000	12	430 x 300 mm.	Industrial and tradesmen.
Volks Zeitung	1872	SW*—German	5,000	8	315 x 465 mm.	Middle and workmen class.
Trade Publications						
Deutsche Tischlerzeitung	1926	M*—German	3,000	12	30 x 22 cm.	Handicraftsmen.
Erste Deutsche Schlosser Zeitung	1922	M*—German	1,200	12	30 x 22 cm.	Handicraftsmen.
Erste Deutsche Spenglerzeitung	1921	SM*—German	1,500	12	30 x 22 cm.	Handicraftsmen.
Newspapers		**ZNOJMO**				
Delnicke Listy	1918	W*—Czech	5,000	12	275 x 385 mm.	Laborers, farmers, tradesmen, clerks.
Moravsky Jih	1907	W*—Czech	1,500	8	420 x 290 mm.	Educated middle class.
Znojomsky Venkov	1921	W*—Czech	4,000	8	325 x 225 mm.	Agrarians.

ADVERTISING MEDIA OF EUROPE

DENMARK

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
AALBORG						
Newspapers						
Aalborg Amtstidende	1888	ED		10	15½ x 23"	Agricultural.
AARHUS						
Newspapers						
Aarhus Stiftstidende	1793	MD		10	16 x 23½"	Upper and middle class.
Jyllandsposten	1870	MD-ex Mon.		14	16½ x 21½"	Conservative, upper middle classes.
COPENHAGEN						
Newspapers						
Aftenposten	1890	MD		12	15½ x 23½"	Middle class.
B. T.	1915	ED	37,142 Sunday 92,112	20	10½ x 15½"	All classes.
Berlingske Tidende (U. S. 4)	1749	MD-ex S.	58,988 Sunday 85,343	20	15½ x 22½"	Business men; upper and upper middle classes.
Borsen	1895	MD-ex S.		8	16 x 21½"	Business men.
Dagens Nyheder	1870	MD		10	16 x 24"	Conservative middle classes.
Kobenhavn	1889	MD		12	15½ x 22"	Mainly farmers and middle class readers.
Nationaltidende	1876	MD-ex S.	74,027 Sunday 83,999	8	15½ x 23½"	Nationalistic circles and upper classes.
Politiken	1883	MD	65,521	16	15½ x 22¼"	All classes.
Social Demokraten	1871	MD	Sunday 105,913	12	16 x 24"	Working classes, trade union members.
Magazines						
Hjemmet	1897	W	195,000	30	10¾ x 15"	Middle classes.
Hver 8 Dag	1894	W		25-30	8½ x 12"	Upper middle classes.
Tidens Kvinder	1922	W		30-35	10 x 13½"	Women of all classes.
Verden og Vi	1910	W		35-40	8¾ x 11¾"	All classes.
Vere Damer	1912	W		30-35	9½ x 12½"	Women, upper middle classes.
Trade Publications						
Auto	1894	W	3,000	30	8½ x 11½"	Automobile dealers and owners.
Motor	1905	W	19,000	24	8½ x 10¾"	Motor Car owners.
Radio Uge Revue	1923	W	12,000	50	8½ x 12"	Radio dealers and owners of receiving sets.
Radiolytteren	1926	W	50,000	50	8 x 11"	Radio dealers and owners of radio receiving sets.
Scandinavian Shipping Gazette	1916	W		50	8½ x 13½"	Shipping circles.
ODENSE						
Newspapers						
Fyens Stiftstidende	1772	MD		12	15½ x 22"	Upper and middle class.
Fyns Venstreblad	1891	MD		10	15½ x 23½"	Middle classes.
VALBY						
Magazine						
Illustreret Familie Journal	1876	W	272,872	45	10½ x 14¾"	Middle classes.

ESTONIA

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
KURESAARE						
Newspapers						
Mele Maa (Our Country)	1898	Tri-W—Estonian	3,000	4-6	540 x 380 mm.	Farming population.
PARNU						
Newspapers						
Parnumaa Nadal (Parnu District Weekly)	1926	SW—Estonian	1,500	6	400 x 550 mm.	Farmers.
Parnu Postimees (Parnu Postman)	1857	MD—Estonian	3,000	8	400 x 550 mm.	Middle classes.
RAKWERE						
Newspapers						
Wirulane		SW—Estonian	2,000	4	11 x 17"	Country people.
Wirumaa Teataja	1925	SW—Estonian	2,300	4	15 x 22"	Chiefly country people in district of Wirumaa.
TALLINN						
Newspapers						
Kaja (Echo)	1916	ED-ex Mon.—Estonian	15,000	8-12	470 x 315 mm.	Conservative farming population and conservatives.
Keit	1913	Tri-W—Estonian	10,000	4	23 x 18"	Chiefly in country by farming class.
Maa	1926	Tri-W—Estonian	15,000	4-6	18 x 12"	Farmers.
Paevaleht	1906	ED—Estonian	50,000	12	23 x 18"	All classes of Estonian and other nationalities.
Revaler Bote	1919	ED-ex S.—German	5,200	8-10	385 x 250 mm.	Adherents German Nat'l Minority.
Heataja (Herald)	1921	SW—Estonian	10,000	4	560 x 410 mm.	Conservative elements of population.
Uehendus	1922	BW—Estonian	10,000	4	23 x 14"	Laborers.
Uehistegelised Undised (Co-operative News)	1922	W—Estonian	7,000	4-6	710 x 535 mm.	Members Estonian Co-operative societies.
Vaba Maa (Free Country)	1918	MD—Estonian	60,000	10-12	34 x 50.5 cm.	Middle classes of Estonian population.
Agronoomia		M—Estonian	2,000	40	6 x 10"	Estonian agronoms.
Eesti Politseileht	1921	W—Estonian	1,000	16	11 x 8"	Chiefly policemen and police authorities.
Eesti Skout	1921	M—Estonian	1,000	16	8 x 6"	Boy scouts and their friends.
Filmileht	1926	M—Estonian	5,000	24-36	5 x 8"	Classes interested in theater and cinemas.
Informoj de Esperanto-Asocio de Estonio	1922	M—Estonian and Esperanto	350	10	11 x 8"	All classes.
Kaitse Kodu	1925	3M—Estonian	5,000	40	11 x 9"	Chiefly home guard.
Kodu	1919	SM—Estonian	5,400	36	8 x 11"	All classes.
Laste Room	1922	M—Estonian	5,000	24	12 x 7"	Estonian children.
Naisterahva Elu	1923	M—Estonian	8,000	32	13 x 9"	All classes.
Noorusmaa	1925	SM—Estonian	3,000	24	11 x 7"	All classes.
Too Ja Terwis	1925	M—Estonian	3,000	16-24	7 x 10"	Working classes.
Trade Publications						
Beitrage Zur Kunde Estlands		5 times a year German				Members German Nat'l Minority in Estonia.
Eesti Arst		M—Estonian	500	32	9 x 6"	Physicians.
Eesti Foto Almanak	1925	Yr.—Estonian	3,000	160-200	4 x 7"	Persons interested in photography.
Esti Lauljate Liidu Muusikaleht (Singers' Union Paper)	1924	SM—Estonian	1,000	16	140 x 220 mm.	Members of singing societies.
Karjamajandus	1926	M—Estonian	10,000	32	9 x 6"	Farmers.
Kaubandus-Toostuskoja Teataja (Chamber of Trade and Industry Gazette)	1926	SM—Estonian	1,500	32	200 x 270 mm.	Members of Tallinn Chamber of Commerce and Industry.
Laevandus ja Kalaasjandus	1926	M—Estonian	3,000	32	.....	All classes.
Maa Omawalitsus (Self-Government)	1923	20 times a year—Estonian	2,000	20	275 x 200 mm.	Self Government officials and others interested in self Government.
Pollumees (The Agriculturist)	1919	SM—Estonian	20,000	48	120 x 180 mm.	Agricultural.
Runnak	1926	M—Estonian	2,000	16	5 x 9"	Laborers and socialists.
Uehistegevusleht (Co-operative Paper)		M—Estonian	2,500	24	270 x 178 mm.	Members of co-operative societies.
Uus Talu	1925	M—Estonian	20,000	56	8 x 5"	Farmers.

(*Continued on page 295*)

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ADVERTISING MEDIA OF EUROPE

ESTONIA—Continued

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspaper						
			TARTU			
Postimees	1857	MD—Estonian		6	22 x 17"	Throughout Estonia by all classes.
Magazines						
Lasteleht	1901	M—Estonian	2,000	16	8 x 5"	Children.
Usuteadusline Ajakiri	1926	Qt.—Estonian	800	40-48	5 x 9 "	All classes, chiefly clericals
Vaikeste Sober	1925	M—Estonian	4,200	8	.....	Read by children.
Trade Publications						
Aed	1922	M—Estonian	2,500	20	9 x 6"	Those interested in horticulture.
Eesti Naine (The Estonian Woman).	1923	M—Estonian	6,000	24	166 x 230 mm.	Estonian women.
Kuukiri Eesti Kirjandus (Monthly Estonian Literature)	1907	M—Estonian	1,500	64	150 x 220 mm.	Academical.
Raadie	1926	SM—Estonian	3,000	16-24	11 x 8"	All classes.
Terwis	....	BM—Estonian	2,000	32	8 x 5"	Physicians.
			VALK			
Newspapers						
Louna Eesti	1921	SW—Estonian	5,000	4	10 x 15"	All classes.
Uus Kajalane	1926	W—Estonian	1,500	4	10 x 13"	Farmers (75%).
			VILJANDI			
Newspaper						
Sakala	1878	Tri-W—Estonian	8,000	6	21 x 14"	Throughout Estonia by all classes.
			VORU			
Newspapers						
Elu	1925	SW—Estonian	2,500	4	21 x 11"	Farmers.
Voru Teataja	1913	Tri-W—Estonian	2,000	4-8	17 x 11"	Read by all classes.

FINLAND

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
			ABO			
Newspapers						
Abo Underrattelser	1824	MD—Swedish	7,000	6-8	.....	All classes.
Vastra Finland	1895	Tri-W—Swedish	4,000	4	.....	All classes.
			BJORNEBORG			
Uusi Aika	1906	Tri-W*—Finnish	5,000	4	44 x 60 cm. & 48 x 65 cm.	People belonging to the Social Democratic party.
			BORGA			
Borgabladet	1860	Tri-W—Swedish.	4,500	4	45 x 56 cm.	Swedish people.
			HAMEENLINNA			
Hame	1857	Tri-W—Finnish	6,000	4	.....	City people and farmers.
Hameen Kansa	1905	Tri-W—Finnish	7,000	4	70 x 100 cm.	Wage workers, small businessmen and farmers.
Hameen Sanomat	1868	MD—Finnish	8,600	4	49 x 57 cm. & 55 x 57 cm.	All classes.
			HAMINA			
Haminan Lehti	1908	Tri-W—Finnish	2,700	2	43 x 61 cm.	Middle class people and farmers.
			HANKO			
Lensi-Uusimaa	1911	SF—Finnish	4,150	4	620 x 980 mm.	The middle class.
			HEINOLA			
Heinolainen	1912	Tri-W—Finnish	3,200	4	330 x 500 mm.	All classes.
			HELSINGFORS			
Helsingin Sanomat	1890	MD*—Finnish	65,000	10-28	57 x 45 cm.	All classes.
Hufvudstadsbladet (U. S. 4)	1864	MD*—Swedish	Daily 40,000 Sunday 45,000	14 D. 24 Sun.	550 x 400 mm.	All classes. Finnish speaking business and political circles.
Iitalehti	1919	ED*—Finnish		4-8	399 x 510 mm.	Middle class.
Suomen Sociali demokraatti	1918	ED*—Finnish	30,000	8	55 x 40 cm.	Workers and small farmers.
Svenska Pressen	1883	ED*—Swedish	7,000	4	550 x 400 mm.	Swedish public in Helsingfors.
Tuulispaa	1902	W—Finnish	8,000	8	270 x 220 mm.	All Classes.
Uusi Suomi	1847	MD*—Finnish	50,000	12-28	399 x 510 mm.	All Classes.
Viikko-Sanomat	1922	W—Finnish	28,500	12	40 x 63 cm.	All Classes.
Magazines						
Finlands Jakt—& Fisketidskrift	1906	M*—Swedish	2,000	...	230 x 160 mm.	Sporting hunters and fishers.
Hakkapeliitta	1926	W*—Finnish	35,000	40	24.2 x 17.5 cm.	Members of the Protective Guards.
Kotiliesi	1922	SM—Finnish	74,000	44-52	202 x 275 mm.	Middle class.
Suomen Kunnallislehti Finsk Kommunaltidskrift	1916	Finnish & Swedish 10 times Yearly	5,000	20	220 x 310 mm.	People interested in social work.
Suomen Kuvalehti	1917	W*—Finnish	80,000	40	26 x 18.5 cm.	All classes.
Suomen Nainen	1912	35 times Yearly Finnish	....	8	230 x 170 mm.	Women of the middle class.
Trade Publications						
Arkkitehti-Arkitekten	1921	M—Finnish	3,000	36	31 x 23 cm.	People and firms interested in building arts and occupations.
Finansbladet	1923	W—Swedish	1,500	20	23 x 16.5 cm.	Bankers, businessmen, and manufacturers.
Forstlig Tidskrift	1877	Qt.—Swedish	1,000	48	150 x 215 mm.	Foresters, and people interested in lumber and paper industries.
Karjantuote	1923	BW*—Finnish	2,100	30	12 x 18 cm.	Cattle owners and people of dairy industries.
Konsumentbladet	1921	SM*—Swedish	2,500	4	.....	People connected with co-operative ass'n.
Kuluttajain Lehti	1916	W—Finnish	99,000	14	.....	Co-operative consumers.
Liikeapulainen	1906	BW—Finnish	2,000	32	260 x 125 mm.	Business people.
Maaseudun Tulevaisuus	1916	Tri-W*—Finnish	22,000	6	50 x 40 cm.	Chiefly farmers.
Maatalous	1906	M—Finnish	5,000	28	170 x 235 mm.	Farmers and agriculturists.
Metsataloudellinen Aikakauskirja	1877	10 times a year.	3,000	48	180 x 250 mm.	People interested in forestry, lumber and paper industries.
Osuuslilke	1925	SM*—Finnish	2,500	32	200 x 150 mm.	People interested in co-operative ass'n.
Pappers—Och Travarutidskrift for Finland	1919	SM—Finnish, Swedish and English	2,500	55	11½ x 8¼"	Lumber mfgrs. and merchants, paper and pulp industry.
Pellerve	1899	W*—Finnish	100,000	24	250 x 180 mm.	Farmers.
Suomen Moottorilehti (U. S. 3)	1924	M—Finnish	3,200	48	175 x 240 mm.	Automobile and motorboat owners.
Suomen Nahka- Ja Kenkateollisuus	1923	M—Finnish	500	28	11 x 8½"	Leather and shoe mfrs. and dealers.
Suomen Nahkalehti	....	M*—Finnish	300	10	290 x 220 mm.	Tanners and leather manufacturers.
Suomen Osuustoimintalehti	1909	M—Finnish	4,000	48	245 x 165 mm.	People connected with co-operative ass'n.
Suomen Puu	1926	SM—Finnish	2,000	20	7½ x 9½ cm.	Mill foremen in lumber and paper industries.

(*Continued on page 296*)

"Ask BERLINGSKE TIDENDE about DENMARK"

The Wall Street of Copenhagen —The Copenhagen Exchange.

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Chronicle House, 72-78 Fleet Street, E. C. 4. London, England

"Ask DENMARK about BERLINGSKE TIDENDE"

ADVERTISING MEDIA OF EUROPE

FINLAND—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Tapio	1907	M*—Finnish	7,000	32	20 x 12 cm.	Farmers and forest owners.
Teollisuuslehti Industritidningen	1920	BW—Finnish and Swedish	3,000	28	310 x 220 mm.	Industrial people.
HELSINKI						
Kauppias	1907	SM—Finnish	4,000	28-32	24 x 17½ cm.	Retailers, wholesalers, and manufacturers.
Newspapers						
JAKOBSTAD						
Pedersore	1899	Tri-W—Swedish	3,000	4	425 x 570 mm.	All classes.
JOENSUU						
Karjalainen	1899	Tri-W—Finnish	11,800	6	50 x 66 cm. & 45 x 63 cm.	Well-to-do people and merchants.
Karjalan Maa	1918	Tri-W—Finnish	6,000	4	450 x 570 mm.	Members of the Agrarian party.
JYVASKYLA						
Keskisuomalainen	1917	MD*—Finnish	5,000	4	380 x 550 mm.	Middle class.
Sisa-Suomi	1923	MD*—Finnish	8,000	4	600 x 460 mm.	Members of coalition party.
KAJAANI						
Kainuun Sanomat	1918	Tri-W*—Finnish	4,350	4	39 x 53 cm.	All classes.
KEMI						
Pohjolan Sanomat	1915	MD*—Finnish	4,900	4	420 x 520 mm.	Farmers.
KOKKOLA						
Keski-Pohganmaa	1917	Tri-W—Finnish	3,800	4	425 x 555 mm.	Middle class.
Kokkola	1897	Tri-W—Finnish	3,600	4	580 x 430 mm.	Middle class.
KOTKA						
Etela-Suomi	1902	MD*—Finnish	4,200	4	.....	All classes.
KUOPIO						
Savon Sanomat	1907	MD*—Finnish	10,000	4	49 x 56 cm.	Agricultural and country people.
LAHTI						
Etela- Suomen Sanomat	1900	Tri-W*—Finnish	10,000	4	.....	Wealthy middle class people.
Lahti	1905	Tri-W*—Finnish	5,800	4	390 x 560 mm.	Middle class.
LOVISA						
Ostra Nyland	1880	SW—Swedish	2,800	4	.....	Swedish speaking population in eastern Nyland Province.
MIKKELI						
Lansi-Savo	1889	Tri-W*—Finnish	6,400	4	570 x 395 mm.	All classes.
Vapaus	1906	Tri-W*—Finnish	7,500	4	39.5 x 53 cm.	Social democrats.
NYKARLEBY						
Osterbottniska Posten	1882	W—Swedish	2,500	4	.....	Swedish speaking people of Nykarleby and surroundings.
OULU						
Kaiku	1877	MD—Finnish	7,000	6	520 x 370 mm.	Members of coalition party.
Newspaper						
PORI						
Satakunnan Kansa	1873	MD*—Finnish	18,000	8	335 x 510 mm.	All classes.
Magazine						
PORVOO						
Kansan Kuvalehti	1927	W—Finnish	.....	12	11 x 16"	All classes.
Newspapers						
TAMPERE						
Aamulehti	1881	MD—Finnish	25,000	8-16	51 x 33 cm.	All classes.
Tampereen Sanomat	1919	MD-ex Mon.*—Finnish	15,000	4-16	700 x 500 mm.	All classes.
Newspapers						
TURKU						
Turunmaa	1922	D—Finnish	15,000	6-8	44 x 58 cm.	Farmers.
Uusi Aura	1880	MD*—Finnish	14,000	6-16	.....	Members in National Coalition party.
Newspaper						
ULEABORG						
Kaleva	1899	MD—Finnish	12,500	4-16	.....	All classes.
Sanomalehti Litto	1906	MD*—Finnish	12,600	4-16	35 x 52 cm.	Chiefly country people.
Newspaper						
UUSIKAUPUNKI						
Uudenkaupungin Sanomat	1890	Tri-W*—Finnish	4,500	4	.....	All classes.
Newspapers						
VIBORG						
Maskansa	1908	MD*—Finnish	11,000	6	40 x 62 cm.	Finnish speaking farmers.
Newspapers						
VIIPURI						
Kansan Tyo	1908	ED-exS.*—Finnish	12,000	8	.....	Social democratic working people.
Wiborgs Nyheter	1899	D—Swedish	1,893	4	30 x 52 cm. 36 x 52 or 43 x 58 cm.	Swedish middle-class people in Viborg.
VASA						
Ilkka	1906	ED*—Finnish	13,000	6-8	44 x 57 cm.	Farmers.
Vaasa	1903	ED*—Finnish	14,300	8	.....	Middle class.
Vasabladet	1859	MD*—Swedish	7,000	4	41 x 59 cm.	Swedish people.
Wasa Posten	1898	Tri-W—Swedish	7,000	4	.....	Businessmen and farmers.

FRANCE

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers						
AIX-EN-PROVENCE (BOUCHES-DU-RHONE)						
Le Feu	....	SM—French	3,000	...	270 x 210 mm.	Bourgeois.
Le Forum Aixois	....	W—French	4,000	...	.....	Citizens and Farmers.
La Lune	....	SM—French	1,000	...	332 x 270 mm.	Citizens.
Memorial D'Aix	1887	W—French	10,000	4	340 x 265 mm.	Bourgeois.
Midi-Annonces	....	W—French	3,000	...	340 x 265 mm.	Traders and citizens.
Republique	....	W—French	5,000	...	550 x 400 mm.	Farmers.
Voix Republicaine	....	W—French	5,500	...	517 x 334 mm.	Citizens.
AJACCIO (CORSICA)						
La Jeune Corse	....	MD—French	15,000	...	490 x 327 mm.	Citizens.
Nouvelle Corse	....	W—French	5,000	...	.....	Citizens.
ALENCON						
L'Avenir De L'Orne	1877	SW—French	....	2-4	23½ x 17¾"	General public.
ALES						
Ales-Journal	....	W—French	2,000	...	.....	Citizens.
La Fraternelle	....	W—French	1,000	...	400 x 236 mm.	Citizens.
Les Petites Affiches Alaisiennes	....	W—French	2,000	...	.....	Citizens.
AMIENS						
Le Progres de la Somme	1867	MD—French	60,000	6	17½ x 23½"	Public in general
ANGERS						
Le Petit Courrier	1884	MD—French	(E) 30,000 A	4-8	60 x 45½ cm.	All classes.
ANNONAY						
Journal d'Annonay	....	W—French	(E) 5,000 A	4	400 x 490 mm.	All classes.
APT						
Le Luberon	....	W—French	1,500	...	.....	Citizens.
AUFFAY						
Les Quatre Cantons	1910	W—French	3,000	4	24 x 35½"	Middle class and farmers.
AURILLAC						
Progres du Cantal	....	Tri-W—French	(E) 20,000 A	4	335 x 485 mm.	All classes.
AVIGNON						
Courrier du Midi	....	W—French	5,000	...	540 x 408 mm.	Citizens.
Quo tidien du Midi	....	MD & ED—French	10,000	4	548 x 405 mm.	Citizens.

(*Continued on page 297*)

"*Ask HUFVUDSTADSBLADET about FINLAND*"

Sell It to Finland

© *Herbert Photos*

View of Helsingfors with part of the Southern Harbor

The United States occupies *second place* in the import trade of Finland. Latest cables received by the Department of Commerce state that Finland's trade continues active, money market remains easy and general business conditions are highly satisfactory.

Coupled with the life and buying habits of these progressive people, is Finland's leading daily paper—

HUFVUDSTADSBLADET

of Helsingfors

—First in prestige and circulation
—Carries more advertising than any other paper in Finland
—Two daily editions:—one, capital and provinces, other, provinces exclusively
—Established 1864

To American manufacturers and their advertising agencies HUFVUDSTADSBLADET offers a comprehensive market service and will gladly make recommendations governing the proper distribution of products in Finland.

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"*Ask FINLAND about HUFVUDSTADSBLADET*"

ADVERTISING MEDIA OF EUROPE

FRANCE—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Le Radical de Vaucluse		ED—French	12,000	...	535 x 390 mm.	Citizens.
Les Tablettes D'Avignon		MD, ED and W—French	3,000	...	265 x 195 mm.	
BASTIA (CORSICA)						
Bastia Journal		MD—French	5,000	...	505 x 330 mm.	Citizens.
Le Petit Bastiais	1875	MD & ED—French		4	502 x 330 mm.	Citizens.
BETHUNE						
Le Petit Bethunois	1879	SW—French	15,000	4-8	24 x 18"	General public.
BEZIERS						
Le Courrier des Sports		W—French	8,000	...	486 x 331 mm.	Citizens.
Le Cri de Beziers		W—French	3,000	...	490 x 330 mm.	Citizens.
L'Eveil		W—French	2,000	...	.....	Worldly sportive.
L'Oeil		ED—French	4,000	...	.....	Citizens.
Le Publicateur de Beziers		W—French		...	475 x 356 mm.	Citizens and farmers.
La Vie Biterroise		W—French	1,500	...	487 x 332 mm.	Citizens.
BORDEAUX						
Bois Et Resineux	1918	W—French	15,000	4	60 x 45 cm.	Dealers and mfgrs., in naval stores and lumber trade.
La France	1895	MD & ED*—French	200,000	6-8	60 x 45 cm.	All classes.
La Liberte Du Sud-Ouest	1909	D*—French	85,000	6	54 x 40 cm.	Liberale Catholique.
La Petite Gironde	1872	MD & ED*—French	300,000	4-8	70 x 46 cm.	All classes.
Trade Publications						
La Gironde Agricole Et Viticole	1925	M—French	4,000	20	24 x 16 cm.	Farmers, vine-growers and stock raisers of the region.
Le Sud-Ouest Economique	1920	BW*—French	5,000	100	16 x 21 cm.	Merchants and mfgrs.
Les Tablettes Odontologiques de Bordeaux		(E) 300 R				Dentists.
Newspapers						
BOULOGNE-SUR-MER						
La France du Nord	1868	ED*—French	(E) 4,000 R	4	22 x 17"	Middle class.
Le Republicain du Pas de Calais	1882	SW—French	(E) 4,000 R	2	22 x 17"	Working class
Le Telegramme	1908	MD*—French	(E) 25,000 R	6	22 x 16"	All classes, chiefly middle class.
BREST						
La Depeche de Brest et de l'Ouest	1886	MD*—French	(E) 40,000 A	6	63 x 45 cm.	All classes—maritime circles.
BRIANCON						
Le Petit Briançonnais		W—French	3,300	...	.....	
BRIGNOLES						
Le Progres Republicain		W—French	1,000	...	.....	Bourgeois.
CAEN						
Le Bonhomme Normand	1863	W—French	(E) 39,800 X	6-8	24½ x 17¼"	General public.
CALAIS						
Le Petit Calaisien	1887	MD—French	12,000 A	4	23½ x 18"	General public.
Le Phare de Calais et du Pas-de-Calais	1895	ED—French	(E) 12,500 A	4	23½ x 18"	General public.
CARPENTRAS						
Cine Revue Carpentrassienne		W—French	5,000	...	.....	Bourgeois.
Le Ventoux		W—French		...	.....	
Commerce et Metier		M—French	10,000			Bourgeois.
CHERBOURG						
Cherbourg-Eclair	1900	MD*—French	(E) 14,500 X	4-6	21¾ x 17⅝"	General public.
De Reveil de la Manche	1889	SW—French	(E) 19,700 X	4-8	21¾ x 17⅝"	Agriculturists.
CHAREVILLE						
Le Petit Ardennais	1880	MD—French	30,000	4-8	18 x 24"	General.
CHAUMONT						
Le Petit Haut-Marnois	1903	MD—French	42,000	4-6	.....	General.
CLERMONT-FERRAND						
Le Moniteur du Puy du Dome		MD—French	(E) 50,000 A	4	405 x 535 mm.	All classes
L'Avenir du Plateau Central		MD*—French	(E) 50,000 A	4	405 x 539 mm.	Wealthy, cultured and business classes.
CONDE-SUR-NOIREAU						
Journal de Conde	1857	W—French	(E) 6,600 X	4	22¼ x 15¾"	General public.
Le Nouvelliste Normand	1882	W—French	(E) 4,200 X	4	22¼ x 15¾"	General public.
CORTE (Corsica)						
Pascal Paoli		MD, ED and W—French	2,000	...	.....	Citizens.

(*Continued on page* 298)

Legionnaires

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What is more precious to you than the soil of the battlefields "over there," where you fought to make the world "Safe for Democracy," and where so many of your comrades in arms saturated and forever sanctified that soil with their blood?

Portions of their Sacred Soil have been gathered from the following Battlefields:

FLANDERS **AISNE**
THE MARNE **ALSACE**
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YSER **BELGIUM**
THE ARGONNE **LORRAINE**
THE SOMME

In the presence of a delegation of "The Union of the Maimed of the Face," these portions have been enclosed and sealed in Urns, the proceeds from the sale of which will be donated to

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Can you think of a sweeter or more dramatic way in which to perpetuate the memory of the Glorious Dead?

And wouldn't you like to have one of these urns for your mantel piece, to help your children and your children's children keep green the memories of the magnificent sacrifices that were made by you and by your comrades in arms in the greatest conflict the world has known?

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Be sure to specify the Sector from which you desire your Urn of Sacred Earth

ADVERTISING MEDIA OF EUROPE

FRANCE—Continued

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
DIEPPE						
La Vigie de Dieppe..	1833	SW—French	15,000	4	23½ x 36¼"	General.
DUNKIRK						
Le Nord Maritime ..	1883	ED*—French	(E) 15,000 A	4	18½ x 24"	Conservative paper read by Bourgeois, rentiers
Trade Publication						
Le Port de Dunkerque	1920	M*—French	(E) 2,000 A	50	9¾ x 12½"	Shippers and commercial population.
DRAGUIGNAN						
Newspapers						
La Provence Republicaine		W—French	500			
Le Var.....		W—French	3,500	...	488 x 332 mm.	Bourgeois.
EMBRUN						
La Durance		W—French	1,200	...	390 x 302 mm.	Bourgeois and farmers.
EVREUX						
Le Journal d'Evreux	1881	W—French	10,350	4-6	.....	Middle class and farmers.
FORCALQUIER						
Journal de Forcalquier		W—French	1,000	...	420 x 267 mm.	Bourgeois.
FORGES-LES-EAUX						
L'Avenir de Forges..	1882	W—French	3,200	4	24 x 35½"	Farmers and shop-keepers.
GAP						
Les Alpes Republicaines		W—French	3,500	...	.....	Bourgeois and farmers
Le Courrier des Alpes		W—French	5,000	...	505 x 360 mm.	Bourgeois.
Democratie des Alpes		W—French	6,000			Bourgeois.
Reveil des Hautes Alpes		W—French	2,000	...	520 x 343 mm.	Bourgeois.
GRENOBLE						
Newspaper						
Le Petit Dauphinois	1876	MD*—French ...	150,000	6-8	44 x 49 mm.	All classes.
Trade Publications						
Annales de l'Energie et Les Alpes Industrielles Reunies	1917	M—French	(E) 2,000 A	28	24 x 31 cm.	Dealers and mfgrs.
La Houille Blanche..	1902	BM*—French	(E) 2,000 A	30-35	24 x 31 cm.	Engineers, factory directors, etc.
HAGUENAU						
Les Nouvelles Dentaires	1918	M—French and German ...	1,000 B	12	235 x 155 mm.	Dentists, doctors and scholars.
HAVRE						
Newspapers						
Havre-Eclair	1904	MD—French	37,000	8	17 x 23"	Public in general.
Journal du Havre..	1750	ED—French	4,000	4	17½ x 24½"	Merchants, shipping agents, industrial.
HENIN LIETARD						
L'Independant	1924	W—French	14,000	4	24 x 18"	General public.
LE PUY						
L'Avenir de la Haute-Loire		ED—French	(E) 4,000 A	4	330 x 477 mm.	Wealthier classes.
Avenir du Dimanche		W—French	(E) 10,800 A	4	397 x 497 mm.	All classes
LILLE						
La Depeche et le Nouvelliste	1883	MD & ED—French	(E) 75,000 A	6-8	17½ x 23½"	Conservative and clerical.
L'Echo du Nord & Le Grand Echo...	1819	MD & ED*—French	(E) 120,000 A	8-10	17 x 23½"	All classes.
L'Enchaine	1923	ED*—French ...		6	17½ x 23½"	Communist party and sympathisers.
Le Progres du Nord	1867	MD*—French	25,000 A	6	17 x 25"	Radical party.
Le Reveil du Nord..	1889	MD*—French	130,000 A	6-10	17 x 24"	Working classes, municipal employees and petty functionaries.
Wiarus Polski	1890	W*—Polish ..	15,000 X	4	17 x 23"	Polish workers residing in Northern France.
Trade Publications						
Le Conseil Agricole.	1913	M*—French ..	25,000 A	4	17 x 24"	Agriculturists.
Le Nord Charbonnier	1923	W*—French ..	1,800 A	24	9½ x 12½"	Coal merchants and colliery owners.
Le Nord Industriel...	1919	W*—French ..	5,000 A	56	9½ x 12½"	Manufacturers, engineers, business men.
La Renaissance Agricole & Horticole	1920	W*—French ..	7,000 A	22	9¾ x 12½"	Agriculturists, horticulturists, aviculturists.
LIMOGES						
Newspapers						
Bonhomme Limousin	1891	SW—French	(E) 3,500 L	4	24 x 18"	Peasants, scattering of small business men in Limoges.
Courrier du Centre..	1852	MD—French	(E) 75,000 R	6	24 x 18"	Conservative and business classes.
La Gazette du Centre	1879	ED—French	(E) 6,000 L	4	24 x 18"	Ultra conservative-Royalist and the like.
Populaire du Centre	1905	MD—French	(E) 20,000 L	4	24 x 18"	Socialists and workmen.
Magazines						
Revue Limousine ...	1926	BW—French	(E) 1,500 L	24	11 x 8½"	Local middle class.
La Vie Limousine..	1925	M—French	(E) 1,000 X	24	11 x 8½"	General family paper.
Trade Publication						
Revue de la VII Region Economique	1926	M—French	(E) 750 X	40	8½ x 11"	Chiefly members of Chambers of Commerce and some business men.
LYON						
Newspapers						
Journal de la Foire de Lyon	1910	ED*—French ..	5,000	4-6	45 x 60 cm.	Commercial and industrial classes.
Lyon Republicain ..	1878	MD*—French	(E) 20,000 A	6	43 x 60 cm.	Middle class.
Le Nouveau Journal	1925	MD*—French	(E) 40,000 A	6	44 x 60 cm.	Mfgrs., business men, employes, government officials.
Le Nouvelliste	1877	MD*—French	(E) 225,000	6-8	43½ x 59½ cm.	Middle classes, mfgrs., and merchants.
Le Progres de Lyon	1858	MD*—French	(E) 220,000 A	6	43½ x 59½" cm.	All classes.
Le Salut Public	1848	ED-exS.*—French ..	(E) 20,000 A	4-6	44 x 60 cm.	All classes.
Magazine						
La Vie Lyonnaise...	1918	W*—French ..	21,000	32	22.5 x 19.5 cm.	Wealthier classes.
Trade Publications						
Courrier du Commerce	1874	SW*—French	(E) 7,000 A	4-6	44 x 60 cm.	Agriculturists, dealers in grain, cattle, hides.
En Auto	1926	M*—French	(E) 2,500 A	65	24 x 18 cm.	Automobile owners.
Ganterie	1919	M*—French, English, Spanish	(E) 2,000 A	70-80	22 x 27 cm.	Manufacturers and merchants interested in gloves.
Journal de la Medecine de Lyon	1920	SM*—French	(E) 1,000 A	40	27 x 22 cm.	Physicians and all those interested in medicine.
La Parfumerie Moderne	1906	M*—French	(E) 1,500 A	60	27 x 22 cm.	Mfgrs. of and dealers in perfumes.
La Provence Dentaire		M—French ...	500 R	...	.....	Dentists.
La Soierie de Lyon	1918	SM*—French, English, Spanish	(E) 2,000 A	70-80	32 x 24 cm.	Those interesres in silk manufacture and trade.
MACE						
Newspapers						
Journal de la Ferte	1869	W—French	(E) 1,600 X	4	25¾ x 18⅞"	General public.
MANCHE						
Le Granvillais	1867	W—French	(E) 5,700 X	4	24 x 15"	General public.
MANOSQUE						
Echo Manosquier		W—French	1,200	...	429 x 280 mm.	Bourgeois.
MARSEILLE						
Artistica	1920	M—French	15,000	4	630 x 465 mm.	Bourgeois and artists.
Le Bavard	1867	W—French	25,000	4	.....	Bourgeois.
Bulletin Maritime et Commercial de Marseille	1870	ED—French	8,000	12	.....	Citizens.
Bulletin Municpal Official de la Ville de Marseille	1895	W—French	1,800	8-16	280 x 210 mm.	Citizens.
Les Courses de Marseille et du Sud-est	1913	W—French	10,000	4	560 x 450 mm.	Citizens.
Derniere Heure						
Journal de Marseille	1782	MD—French	10,000	4	.....	Citizens.
Journal Quotidien des Annonces Judiciaires et Legales de Marseille et du Departement	1874	MD—French	2,000	4	.....	Citizens.
Petit Eclaireur		W—French		6	.....	Bourgeois.
Le Petit Marseillais	1867	MD*—French ...	380,000	6	17½ x 23½"	Bourgeois, solid middle class.
Le Petit Provencal	1867	MD & ED*—French	220,000	6	545 x 400 mm.	Lower middle classes.
Petites Affiches						
Marseillaises Provencales et du Littoral	1861	MD—French	5,000	10-12	.....	Citizens.

(*Continued on page* 299)

ADVERTISING MEDIA OF EUROPE

FRANCE—Continued

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Le Radical de Marseille	1867	MD & W—French	50,000	6	17 x 23¼"	Bourgeois, lower-class.
Reveil Agricole		W—French				Bourgeois and farmers.
Le Semaphore de Marseille	1827	MD—French	30,000	6	18 x 23⅝"	Conservative, upper classes.
Le Soleil de Marseille	1884	MD & ED—French	30,000	6	18 x 33¾"	Bourgeois.
Les Sports de Provence	1920	SW—French	18,000	4	549 x 404 mm.	Citizens.
Theatra	1919	W—French	10,000	4	540 x 408 mm.	Bourgeois and artists.
Trade Publication						
Transport Voyages	1924	M—French	100,000	48	230 x 150 mm.	Travelers on the PLM Railway Co., foreign tourists, etc.
MAUBEUGE						
Newspapers						
Le Courrier	1925	SW—French	(E) 6,000 A	6	18 x 24½"	All classes in the Arrondissement of Avesnes.
La Frontiere	1872	W*—French	(E) 25,000 A	8	18 x 23"	All classes.
MENDE						
Union des Gauches		W—French	(E) 3,000 A	4	273 x 435 mm.	All classes.
MENTON						
The Menton and Monte Carlo News	1896	W*—English		20	17¾ x 13"	English and American visitors.
METZ						
La Libre Lorraine	1886	ED—German	(E) 24,000 A	8	29½ x 14¾"	Rural.
Le Lorrain	1883	MD—French	15,000	6	.....	Industrial and agricultural.
Le Messin	1883	ED—French	(E) 22,000 A	6-16	20½ x 14¾"	Middle class.
MILLAU						
Independent-Millavois		W—French	(E) 4,500 A	4	340 x 490 mm.	All classes.
MONTPELLIER						
Eclair		MD & ED—French		...	540 x 400 mm.	Bourgeois.
Le Languedoc Sportif		W—French	3,000	...	522 x 410 mm.	Bourgeois.
Le Vin du Midi		5 times a week French	(E) 3,000	...	310 x 230 mm.	Bourgeois and farmers.
MULHOUSE						
L'Express de Mulhouse	1812	MD-exS.—French	(E) 15,000 A	6	.....	Urban, commercial and general.
Mulhauser Tageblatt	1884	MD-exS.—German	(E) 38,000 A	16	19¼ x 12¼"	General—urban and rural.
NANCY						
La Croix de l'Est	1894	W—French	40,000	8	.....	Commercial, industrial, governmental.
L'Eclair de l'Est	1905	MD & ED—French	60,000	6	18 x 23"	General.
L'Est Republicain	1892	MD & ED—French	120,000	8-16	17½ x 24½"	All classes.
Impartial de l'Est	1883	MD & ED—French	50,000			General.
Trade Publication						
Revue Industrielle de l'Est	1892	W—French		30	10½ x 14¾"	Business and industrial.
NANTES						
Newspapers						
L'Ami de la Verite	1875	W—French	(E) 10,000 A	4-6	59 x 44 cm.	Farmers.
La Depeche Vendeenne	1918	W—French	(E) 23,000 A	6-8	59 x 45 cm.	Small proprietors in towns and and villages, farmers.
Echo de la Loire	1920	MD—French	(E) 8,000 A	4-8	58½ x 44 cm.	Wealthy clientele, priests, nobles, etc.
L'Express du Dimanche	1912	W—French	(E) 18,000 A	6	59 x 44 cm.	Farmers.
L'Ouest	1910	MD—French	(E) 20,000 A	6-8	59 x 44 cm.	All classes.
Le Phare	1814	MD*—French	(E) 102,000 A	8	60 x 44 cm.	All classes.
Le Populaire	1876	MD*—French	(E) 60,000 A	6-8	62 x 43 cm.	All classes.
La Semaine	1919	W*—French	(E) 40,000 A	6-8	62 x 43 cm.	Farmers.
Trade Publication						
Loire Atlantique	1918	SM—French	(E) 1,000 X	15-20	22 x 27 cm.	Businessmen, industrialists, and Engineers.
NARBONNE						
Newspaper						
Septimaine		M—French	3,000	...	.....	Doctors, intellectuals, bourgeois.
NEUFCHATEL-EN-BRAY						
L'Echo de La Valle de Bray	1813	W—French	15,000	4	24 x 34¾"	Middle class and agricultural classes.
Le Journal de Neufchatel	1835	SW—French	6,000	4	25 x 34¾"	Farmers.
NICE						
L'Action Patriotique		W—French	3,500	...	535 x 390 mm.	Bourgeois and middle class.
Auto-Moto Sports de la Cote D'Azur		W—French	3,500	...	410 x 280 mm.	Bourgeois and middle class.
La Cote D'Azur et las Alpes Francaises		W—French	6,000	..	340 x 240 mm.	Bourgeois.
Le Diable a Quatre		ED & MD—French	5,500	...	500 x 350 mm.	Bourgeois and middle class.
L'Eclaireur de Nice et du Sud-Est	1880	MD*—French	90,000	6-12	24½ x 17"	All classes.
L'Eclair du Soir	1918	ED—French	15,000	4	24 x 17½"	Bourgeois.
L'Essor Nicois		M—French	5,000	...	182 x 112 mm.	Bourgeois and middle class.
L'Eveil		W—French	3,500	...	550 x 410 mm.	Bourgeois.
La France de Nice et du Sud-Est	1926	MD*—French and Italian, Some English	5,000	8	24½ x 15¾"	All classes.
Le Journal de Nice	1851	W—French	5,000	4	22 x 13¼"	Tourists, winter residents, theatrical artists, etc.
Le Petit Nicois	1880	MD*—French and English	35,000	8-12	24½ x 17"	All classes.
Magazines						
La Cote D'Azur (Riviera Society News)	1886	W*—French and English	(E) 6,000 X	80	14¾ x 11"	Society magazine.
L'Eclaireur du Dimanche	1919	W—French	15,000	40	12½ x 9½"	High class and tourists.
La Saison de Cannes	1906	W* from Nov. to May SM from June to Oct.—French and English	6,000	50	14½ x 10⅞"	Winter residents and tourists.
Sur La Riviera	1918	W—French	12,000	70	11½ x 7¾"	All classes.
NIMES						
Newspapers						
Chronique Mondaine		W—French	1,800	...	447 x 280 mm.	Bourgeois.
L'Echo de la Presse		W—French	10,000	...	530 x 395 mm.	Bourgeois.
Journal du Midi		MD & ED—French	12,000	...	505 x 333 mm.	Bourgeois and middle class.
Le Torero		W April to Oct. M Oct. to Mar.—French	5,000	...	497 x 405 mm.	All classes.
Union Catholique du Gard		M—French	22,000	...	505 x 400 mm.	Bourgeois.
ORANGE						
Petit Orangeais		W—French	1,600			Bourgeois.
Le Tribune D'Orange		W—French	2,000	...	490 x 330 mm.	Bourgeois.

PARIS

(Unofficial) Dailies

L'Action Francaise
L'Aero
L'Argus De La Presse
L'Auto
Auteuil Longchamps (Sporting)
Bonsoir
Le Bulletin Des Halles
La Chassure Moderne
Chicago Tribune
La Cote
La Croix
Daily Mail
La Defense Nationale
L'Echo De Paris
L'Echo Des Sports
L'Eclair
L'Evenement
L'Excelsior (Illustrated)
Le Figaro
Le Football
La France
Le Gaulois
La Gazette De France
La Gazette Du Palais
La Gazette Des Tribunaux
Le Globe
L'Humanite
L'Impartial
L'Information
L'Information Financiére
L'Intransigeant
Le Journal
Le Journal Du Peuple
Le Journal Des Debats
Le Jockey (Sporting)
La Liberte
La Libre Parole
Le Messager De Paris
Le Matin
Le Moniteur Des Ventes
Le National
New York Herald
L'Oeuvre
Paris Midi
Paris Sport
Le Pays
Le Petit Journal
Le Petit National
Le Petit Parisien
Le Presse
La Presse Coloniale
Le Press Libre
Les Petites Affiches
Le Quotidien
Le Radical
Le Rappel
Le Soir
Le Temps
Le Veine

(Unofficial) Weeklies

L'Acclimatation (Bi-Weekly)
Annales Politiques Et Litteraires
Armee et Marine
L'Art et La Mode
Le Charivari (Illustrated)
Chiffons
La Chronique Industrielle
Le Conseiller
Cosmos Illustre
Le Cuir
L'Electricien
L'Economiste (financial)
L'Eleveur
L'Epicerie Francaise
L'Epicier
Eve
La Famille
La Femme De France
La France Automobile
La France Economique Et Financiere
Le Genie Civil
Les Gdes. Modes De Paris
L'Hebdomadaire
Le Halle Aux Cuirs
L'Hotellerie Francaise
L'Illustration
Les Inventions Nouvelles
Journal De Syndicat De La Bouncherie
Le Journal Des Demoiselles
Le Journal Des Chemins De Fer
Le Journal De La Marine Marchande
La Metallurgie
La Mode De Jour
La Mode (Du Petit Journal)
La Mode Illustrée
La Mode Nationale (Illustrated)
Le Monde Illustre
Le Moniteur De La Corpdonnerie
Le Mecano
Le Moniteur De La Flotte
Le Moniteur De La Maille
Le Moniteur De La Pape
Terre Francaise
Le Moniteur De La Sellerie
Le Moniteur Vinicole
Mon Journal
La Nature
La Nouvelle Mode
Paris Mode (Illustrated)
La Peche Maritime
Le Pele Mele (Illustrated)
Le Petit Echo De La Mode (Illustrated)
La Revue Bleue
La Revue Economique
La Revue Financiere
La Revue De La Mode
La Revue De Paris
La Revue Pratique Du Commerce Et De L'Industrie
La Revue Technique
Le Rire (Illustrated)
Le Soleil Du Dimanche (Illustrated)
Le Sourie
La Vie Au Grand Air
La Vie Parisienne (Illustrated)
La Vue Pratique
Le Yacht (Illustrated)
Le Yachtman

(*Continued on page 300*)

ADVERTISING MEDIA OF EUROPE

FRANCE—Continued

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Paris list added						
PERONNE						
Gazette de Peronne	1842	SW—French	10,000	4-6	24 x 25½"	Middle and working classes; farmers, shopkeepers, manufacturers.
PERPIGNAN						
L'Eveil Catalan		SM—French	2,000	...	450 x 277 mm.	Bourgeois and middle class.
Independant des Pyrenees-Orientales		MD—French	35,000	...	548 x 400 mm.	Bourgeois and middle class.
Le Lanquedoc Sportif		W—French	8,000	...	435 x 270 mm.	Bourgeois and middle class.
Le Roussillon		W—French	1,800	...	520 x 333 mm.	Bourgeois and middle class.
PEZENAS						
Le Devoir Socialiste		W—French	700	...	375 x 270 mm.	Bourgeois and farmers.
PRIVAS						
L'Ancien Combattant	1919	W—French (E)	5,000 A	...	49 x 33 cm.	Radical Socialist element.
RENNES						
Le Nouvelliste	1900	MD—French (E)	50,0000 A	6-8	60 x 43 cm.	Wealthy classes.
L'Ouest Eclair	1899	MD—French (E)	150,000 A	10-12	51 x 37 cm.	All classes.
RODEZ						
Union Catholique...		MD*—French (E)	7,000 A	4	390 x 520 mm.	Cultured and wealthy classes.
ROUBAIX						
Journal de Roubaix	1856	MD*—French (E)	70,000 A	6-10	23 x 17"	All classes as Roubaix-Tourcoing.
Trade Publication						
Le Nord Textile ..	1920	W*—French (E)	3,000 A	48	9½ x 12½"	Textile business men.
ROUEN						
Newspaper						
Journal de Rouen..	1762	MD—French	70,000	6-12	17½ x 24½"	Mfgrs., farmers and public in general (good class).
SAARBRUCKEN						
Landes Zeitung		MD—German (E)	70,000	...	.....	General.
Saarbrucker Zeitung		MD—German (E)	80,000 X	...	.....	General.
Trade Publication						
Saar Wirtschafts Zeitung	1895	W—German		20	9 x 12¼"	Commercial and industrial.
SAINT-PONS						
Newspaper						
L'Echo de Saint-Pons		W—French	2,000			Bourgeois and farmers.
SAINT-RAPHAEL						
La Mediterranee et L'Echo de Saint-Raphael		W—French	10,000	...	490 x 330 mm.	Bourgeois and farmers.
Les Tablettes de la Cote D'Azur		W—French	5,000	...	270 x 210 mm.	Bourgeois.
SAINT ETIENNE						
La Loire Republicaine	1884	ED—French (E)	35,000 A	4-6	43 x 58 cm.	All classes.
Le Memorial de la Loire et de la Haute Loire	1834	MD*—French (E)	60,000 A	6	40 x 52 cm.	Wealthy and cultured.
La Tribune Republicaine	1898	MD*—French (E)	150,000 A	6	44 x 58 cm.	Working classes principally.
SAINT QUENTIN						
Le Grand Echo de l'Aisne	1919	SW*—French (E)	9,000 A	8	18 x 24"	All classes.
SALON						
Le Petit Regional		W—French	2,000	...	507 x 400 mm.	Bourgeois and farmers.
SISTERON						
Sisteron Journal		W—French	800	...	440 x 290 mm.	Bourgeois and farmers.
STRASBOURG						
Dernieres Nouvelles de Strasbourg	1877	MD—French & German	97,000	16	18½ x 12"	All classes.
Journal d'Alsace et de Lorraine	1787	MD—French (E)	15,000 R	10	18½ x 12¾"	Business men.
Journal de l'Est....	1923	MD—French (E)	10,000 X	8	18½ x 12½"	Business men and French, as distinguished from Alsatian households.
Trade Publications						
L'Alsace Francaise ..	1921	W—French ...	5,000	24	11¾ x 9"	Influential and general business and officials.
Bulletin Officiel Automobile Club d'Alsace	1919	M—French (E)	1,200 R	...	9¾ x 6"	Automobile owners.
Journal Agricole D'Alsace et de Lorraine	1872	W—French and German	48,000	22	14 x 9½"	Farmers, agriculturists.
La Navigation du Rhin	1922	M—French		60	9¾ x 12¼"	Commercial, industrial and transportation.
Revue D'Alsace et de Lorraine....	1919	M—French (E)	2,500 R	16	9½ x 12½"	General.
TARN						
Les Laines et Cuirs	1896	SW—French	3,000	6-8	40 x 28 cm.	Tanners and dealers in wool, skins, etc.
TOULON						
Newspapers						
Les Passe-Partout..		W—French	15,000	...	513 x 400 mm.	Bourgeois and middle class.
Petit Var		MD—French	60,000	...	530 x 398 mm.	Bourgeois and middle class.
La Republique du Var		ED—French	6,000	...	530 x 405 mm.	Bourgeois and middle class.
La Vie Sportive....		W from Oct. to Feb. SW from Mar. to Sept.—French	5,000	...	548 x 405 mm.	Bourgeois and middle class.
Magazine						
Littoral Magazine		SM—French	1,500	...	302 x 225 mm.	Bourgeois and middle class.
Trade Publication						
Radio Litteral		SM—French	3,000	...	440 x 273 mm.	Bourgeois and middle class.
TOULOUSE						
Newspapers						
La Dopeche	1870	MD*—French ...	300,000	6-8	56 x 39 cm.	All class.
L'Express du Midi..	1891	MD*—French ...	80,000	4-6	.....	Middle-class.
Trade Publications						
Auto et Sports.....	1920	SW—French	25,000	4	62 x 43½ cm.	All classes of sportsmen.
L'Information Regionale	1925	W*—French	5,000	8	36 x 28 cm.	Mfgrs., bankers, business men.
Le Journal D' Agriculture du Sud-Ouest	1922	M—French	6,000	...	22 x 14 cm.	Farmers, professors, etc.
Le Journal de L' Automoville Club du Midi	1921	SM*—French ...	25,000	4-6	.....	All classes.
Toulouso Sans Fil..	1926	M—French	500	16	25 x 32 cm.	All classes.
TOURS						
Newspaper						
La Touraine Republicaine	1881	MD & ED—French ..(E)	10,000 A	4-8	62 x 44½ cm.	Wealthy clientele, cities and towns.
TROUVILLE						
Le Reveil de Trouville-Deauville	1909	W—French (E)	3,300 X	2	23¾ x 17½"	General public.
VENDEE						
Etoile de la Vendee	1885	W—French (E)	15,000 A	6-8	58½ x 46 cm.	Farmers.
LE VIGAN						
Le Cevenol		W—French	1,000	...	400 x 220 mm.	Bourgeois.
L'Echo des Cevennes		W—French	1,700	...	420 x 270 mm.	Bourgeois.
VILLEDIEU						
L'Echo les Voconces		BW—French	3,000	...	.....	Bourgeois.
VIRE						
La Croix du Becage	1897	W—French (E)	4,000 X	4	25⅝ x 13½"	Business men and agriculturists.

FREE CITY OF DANZIG

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers						
The Baltische Presse		ED—German	2,000	8	16 x 11"	Lower classes.
Danziger Allgemeine Zeitung	1848	ED*—German ...	4,000	8	450 x 310 mm.	Middle classes, rural districts.
Danziger Landles Zeitung	1873	ED—German	16,000	10	460 x 340 mm.	Chiefly agricultural.
The Danziger Neueste Nachrichten..	1894	ED*—German ...	50,000	16	51 x 34.5 cm.	Educated classes.
Danziger Volkstimme	1906	ED*—German ...	15,200	12	45 x 27.5 cm.	Laboring classes.
Die Danziger Zeitung	1858	MD*—German ..	19,000	9	310 x 470 mm.	Business men, shipping classes.
Gazeta Gdanska	1890	ED—Polish (E)	18,000 6,000 A	8	47 x 31 cm.	Polish merchants
Neuteicher Zeitung u. Anzeiger.....	1898	Tri-W—German (E)	.....	4	433 x 280 mm.	Rural classes.
Olivaer Zeitung		ED—German (E)	1,000 A	4	430 x 280 mm.	Suburban and rural.
Prauster Anzeiger...		ED—German (E)	600 A	2	430 x 280 mm.	Suburban and rural.
Tiegenhofer Wochenblatt		Tri-W—German (E)	700 A	2	440 x 280 mm.	Rural.
Zoppoter Zeitung		ED—German (E)	3,000 A	4	430 x 280 mm.	Summer visitors, suburbans.
Magazines						
Aus Dem Reich der Frau	1926	W*—German ...	24,000	32	26 x 20 cm.	Higher class of women.
Trade Publications.						
Der Danziger Rundfunk	1926	W—German	10,000	16	.....	Radio enthusiasts.
The Danziger Wirtschaftszeitung		W*—German ...	2,500	16	27 x 18.5 cm.	Business men and commercial classes.
Holzexporteur		SM—German, English and Polish (E)	1,000 A	12	10½ x 7¼"	Timber merchants.

ADVERTISING MEDIA OF EUROPE

GERMANY

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
AACHEN						
Newspapers						
Aachener Allgemeine Zeitung	1900	MD*—German	1,100	8	475 x 310 mm.	Industrial and commercial circles.
Aachener Anzeiger... Politisches Tageblatt	1878	MD & ED*—German	10,000	12	374 x 540 mm.	(do) and middle classes.
Aachener Post	1890	ED*—German	19,500	8	475 x 310 mm.	Better middle and working classes.
Arbeiter Zeitung	1922	D-exS*—German	....	8	280 x 425 mm.	Working classes.
Echo Der Gegenwart	1818	MD & ED*—German	30,000	8	480 x 330 mm.	All classes.
Freie Presse	1919	ED*—German	15,000	8	435 x 280 mm.	Working classes and farmers.
Der Volksfreund.... (Aachener Generalanzeiger)	1894	MD*—German	30,000	12	485 x 335 mm.	Good middle classes and business circles.
W. D. W. Wirtschaft der Westmark	1924	W*—German	1,700	8	356 x 235 mm.	Industrial and commercial circles.
ACHIM						
Newspapers						
Achimer Kreisblatt.	1873	ED—German	3,150	4	430 x 280 mm.	All.
AHAUS						
Ahauser Kreiszeitung	1881	D*—German	6,000	10	460 x 320 mm.	All classes.
AHLEN						
Ahlener Volkszeitung	1897	MD*—German	8,000	12	48 x 33 cm.	All classes.
AHRWEILER						
Ahrweiler Zeitung mit Neuenahrer und Altenahrer Zeitung	1859	Tri-W—German	....	8	320 x 480 mm.	All classes.
ALFELD						
Alfelder Zeitung und Niedersachsische Volkszeitung...	1854	D—German	4,000	8	32 x 46 cm.	Agricultural and industrial.
Nordwest und mitteldeutsche Backer u Kendito-Zeitung	1908	W—German	7,500	12	280 x 210 mm.	Bakers and confectioners.
ALLENSTEIN						
Allensteiner Zeitung	1841	ED—exS*—German	11,000	12	42.2 x 28.1 cm.	All circles of the population.
ALTENA						
Altenaer Kreisblatt.	1833	D-exS—German	5,500	8	485 x 360 mm.	All classes.
ALTENBURG						
Trade Publication						
Bursten-, Pinsel-und Kammacher-Zeitung	1880	SM*—German	....	10	290 x 213 mm.	Bristle and brush industries.
ALTENKIRCHEN						
Newspaper						
Altenkirkchener Zeitung	1846	MD*—German	3,000	4-8	300 x 450 mm.	Farmers and middle classes.
ALTONA						
Altonaer Tageblatt..	1871	ED*—German	7,500	16	315 x 470 mm.	Better classes—General.
ANDERNACH						
Andernacher Volkszeitung & Mayener Tageblatt	1870	D-exS*—German	7,800	15	303 x 470 mm.	All classes.
ANNABERG I ERZBEGIRGE						
Tageblatt "Annaberger Wochenblatt"..	1907	ED*—German	8,500	16-20	29.5 x 45.5 cm.	Business and family paper.
ANNEN i W.						
Annener Zeitung....	1885	Tri-W*—German	3,800	8	320 x 460 mm.	All classes.
APOLDA						
Deutsche Wirker-Zeitung	1880	W—German	4,000	40	270 x 200 mm.	
ARNSBERG						
Central-Volksblatt ..	1855	D-exS*—German	7,500	12	480 x 320 mm.	All classes.
Trade Publication						
Amtliches Schulblatt F. D. Reg. Bez. Arnsberg	1890	SM—German	2,350	16	150 x 230 mm.	School teachers.
ARNSDORF						
Newspaper						
Rodertal-Zeitung ..	1890	Tri-W—German	1,800	12	28 x 43 cm.	All classes.
ARNSTADT						
Trade Publications						
Der Polzkaninchenzuchter und Fellsammler	1923	W*—German	6,000	16	290 x 215 mm.	
Kreisblatt Thuringen XIII Kreis Deutsche Turnerschaft	1891	W*—German	4,500	14	240 x 320 mm.	
ARTERN						
Landmaschinen und Gerate	1900	W*—German	....	10	265 x 185 mm.	Agricultural implements and machinery.
ASCHAFFENBURG						
Newspaper						
Volkszeitung	1919	MD*—German	(E) 8,750 A	10-20	458 x 276 mm.	All classes—majority working classes.
ATTENDORN						
Attendorner Volksblatt	1912	Tri-W*—German	1,520	6	320 x 480 mm.	All classes
AUERBACH i VOGTLAND						
Vogtlandische Nachrichten	1896	ED*—German	4,700	10	32 x 48 cm.	Semi-official, business and family paper.
AUGSBURG						
Augsburger Post zeitung	1687	MD*—German	....	8	510 x 350 mm.	Better middle classes.
Neue Augsburger Zeitung	1852	MD*—German	40,000	16	510 x 350 mm.	Better middle classes.
AUMA						
Ostthuringer Zeitung	1862	D*—German	2,060	6	28 x 43 cm.	
AURICH						
Ostfriesische Nachrichten	1864	ED—German	5,700	8	420 x 270 mm.	All especially officials and farmers.
BADEN-BADEN						
Badener Tagblatt...	1811	ED-exS*—German	4,600	8	11½ x 17¼"	All classes, business and private persons.
Morgenzeitung und Handelsblatt	1921	ED-exS*—German	....	10	11 x 16½"	Industry, trade and commerce and middle class.
BAMBERG						
Bamberger Tagblatt.	1834	MD*—German	25,000	8-20	415 x 280 mm.	General paper.
Bamberger Volksblatt	1872	MD*—German	(E) 13,800 A	8-32	420 x 272 mm.	Better middle classes.
BARMEN						
Barmer Anzeiger....	1864	D-exS*—German	20,000 A	9	430 x 297 mm.	Commercial and middle classes.
Barmer Sonntagsblatt	1858	W—German	10,400	16	305 x 235 mm.	Protestant classes.
Rote Tribune	1920	D-exS*—German	9,000 A	10	420 x 280 mm.	Working classes.
Stadt Anzeiger fur Barmen-Elberfeld	1879	D*—German	34,500	24	430 x 280 mm.	All classes.
Westdeutsche Allegemeine Zeitung....	1883	D*—German	24,000	12	430 x 280 mm.	Commercial and industrial circles — middle classes.
BARSINGHAUSEN						
Provinzial-Delster-Leine-Zeitung	1885	Tri-W—German	2,700	6	28 x 40 cm.	Miners and farmers.
BASSUM						
Bassumer Tageblatt	....	MD—German	....	....		Middle classes.
BECKUM						
Beckumer Zeitung..	1842	D*—German	7,800	16	336 x 470 mm.	Middle classes.
BEDBURG-ERFT						
Erft-Bote	1890	Tri-W*—German	4,500	10	250 x 430 mm.	All classes.
BENDORF o/Rh						
Bendorfer Zeitung..	1879	D*—German	2,000	6	460 x 295 mm.	All classes.
BENSBERG						
Bensberger Volkszeitung	1867	ED*—German	2,900	8	470 x 306 mm.	All classes.
BENRATE						
Newspapers						
Benrather Tageblatt.	1887	ED*—German	8,200	8	465 x 320 mm.	All classes.
BENTHEIM						
Bentheimer Zeitung.	1879	Tri-W—German	2,300	4-8	280 x 435 mm.	Officials, business men, workmen, farmers.
BERGEN						
Der Bote aus dem chemaligen Amte Bergen	1910	ED—German	2,000	6	47.5 x 32 cm.	All classes.
BERG, GLADBACE						
Bergisch Gladbacher Volkszeitung	1889	D-exS*—German	7,300	10	430 x 272 mm.	All classes.
BERGHEIM-ERFT						
Bergheimer Zeitung.	1832	Tri-W—German	3,500	20	480 x 310 mm.	Tradesmen, farmers and laborers.
BERLEBURG						
Amtliches Wittgen Steiner Kreisblatt.	1851	Tri-W*—German	2,200	4	460 x 310 mm.	All classes.

BERLIN

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Berliner Platt	1896	ED	22,000	8-10 D. 18-22 S.	280 x 410	Nationalistically inclined middle class.
Berliner Beersen Zeitung	1855	MD & ED	(E) 35,000 L	16 D. 20-22 S.	478 x 335	Financiers, stock exchange and industrialists.
Berliner Borsen-Courier	1867	MD & ED (Sundays and Mondays one issue only)	(E) 20,000 L	12 D. 24 E.	280 x 420	All classes, chiefly business houses, banks & financiers.

(*Continued on page* 302)

ADVERTISING MEDIA OF EUROPE

GERMANY—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Berliner "B-Z am Mittag"	1877	MD	197,610	16 D. 24-25 S.	280 x 414	All classes.
Berliner Illustrierte Zeitung	1891	W	1,579,190	45-50	235 x 320	All classes.
Berliner Lokal-Anzeiger	1882	MD & ED	(E) 200,000 (E) 250,000 L	16 D. 25-30 S.	280 x 410	All classes, especially nationalistically inclined.
Berliner Morgenpost	1899	MD	566,450 Daily 632,350 Sun	16 D. 25 S.	280 x 414	All classes.; especially working people.
Berliner Tageblatt	1871	MD-exMon & ED	(E) 150,000 L	16 D. 40-50 S.	281 x 412	All classes; democratic Semitic.
Der Tag	....	D	(E) 10,000	..	415 x 286	Industrial, commercial and trade quarters, real estate interests, etc.
Deutsche Allgemeine Zeitung	1921	MD & ED.	(E) 50,000 L	10 D. 30-35 S.	580 x 420	Conservative political; chiefly public officials and industrials.
Deutsche Tagezeitung	1893	MD & ED	(E) 20,000 L	10 D. 30-35 S.	280 x 410	Farmers, landowners, and live stock interests.
Deutsche Zeitung	1895	MD & ED. (Sun. & Mon. one edition)	(E) 10,000 L	16 D. 32 S.	280 x 410	Nationalist (Radical)
Germania	1870	MD & ED	(E) 25,000 to 30,000 L	8 D. 16-20 S.	280 x 410	Catholic conservatives; all classes.
Neue Preussische Kreuz-Zeitung	1847	MD & ED	(E) 56,000 L	16 D. 25-30 S.	280 x 410	Titled personages, rich landowners, imperialists.
Die Rote Fahne	1918	MD	(E) 50,000 to 60,000 L	14 D. 25-30 S.	280 x 410	Communistic; chiefly laboring class.
Taegliche Rundschau	1881	MD & ED	(E) 30,000 to 35,000 L	16 D. 32 S.	280 x 410	All classes, principally nationalist and intellectual.
Uhr Abendblatt	1910	ED-exS	(E) 60,000 to 75,000 L	14 D. 24 S.	280 x 410	All classes.
Vorwaerts	1883	MD & ED	(E) 75,000 L	14 D. 24 S.	280 x 410	Social Democrats & working class.
Vossische Zeitung	1704	MD & ED	65,000	16	280 x 410	All classes, democratic.
Die Wahrheit	1904	W	20,000	8	280 x 410	All classes.
Magazines						
Die Gartenlaube	1853	W	(E) 90,000 L	45	31 x 22 cm.	All classes, especially better educated.
Scherls Magazin	....	M	130,000	..	5½ x 8⅝ cm.	Best social strata and wealthiest part of buying public.
Scherl's Reisefuehrer	....	W&SM	(E) 300,000 L		30 x 19 cm. & 31 x 22 cm.	All classes, especially the well-to-do. (Appears as a supplement in Die Gartenlaube, Sport im Hild and Die Woche.)
Sport im Bild	....	SM	(E) 25,000 L	50	30 x 19 cm.	All classes, especially the well-to-do.
Europa auf Reisen	1923	W	5,000 (Guaranteed) 10,000 (Guaranteed March & April)	40-50	245 x 320 mm.	Well-to-do people.
Uhu	1924	M*	160,800	..	135 x 192 mm.	All classes.
Die Woche	1899	W	250,000 200,000 to 225,000 L	40-50	280 x 205 mm.	All classes.
Trade Publications						
Der Dental Markt	....	M	....	70	.....	German dentists.
Der Deutsche Rundfunk	1923	W	(E) 80,000 L	75-80	23 x 31 cm.	All classes of radio enthusiasts.
Funk, Die Wochenschrift des Funkwesens	1924	W	28,000 L	24-32	21 x 29 cm.	All classes interested in development of radio.
Die Funk-Stunde	1924	W	(E) 250,000 L	30-35	26½ x 37 cm.	All classes of persons interested in radio programs, etc.
Gebrauchsgraphik	1924	M	6,200	115	235 x 310 mm.	Department stores, advertising experts.
Radio (Zeitschrift fuer das gesante Radiowesen)	1923	SM	(E) 7,000 L	40-50	23 x 31 cm.	All classes of radio enthusiasts.
Der Radio-Haendler (Organ des Reichverbandes der Deutscher Funkhaendler (E. V.)	1890	W	((E) 3,500 to 3,800 L	65-75	23 x 31 cm.	All classes interested in sale of radio products.
Die Reklame	1908	SM	9,000	68	310 x 235 mm.	Advertising experts.
Rundfunk-Rundschau (Organ des Reichsverbandes der Rundfunkhoerer E. V.)	1926	W	27,000	20-28	23 x 30 cm.	All classes interested in radio.
Seidels Reklame	1916	M	6,000	92	284 x 235 mm.	Leading department stores, advertising experts.
Trade Publications.						
Allgemeine Deutsche Dentisten Zeitung.	....	SM—German	9,000	12	.....	German dentists.
Dental Echo	1914	M—German	....	74	205 x 140 mm.	Dentists.
Der Deutsche Dentist	1900	SM—German	5,500	14	260 x 195 mm.	Dentists.
Die Deutsche Feinkost	1909	W*—German	....	44	240 x 160 mm.	Delicatessen store owners.
Der Deutsche Fruchtgrosshandel	1914	W—German	2,000	28	270 x 200 mm.	Fruit wholesale and retail stores.
Deutsche Kolonialwaren und Feinkost Rundschau	1890	SW*—German	60,000	8	420 x 270 mm.	Wholesale and retail grocers.
Deutsche Monatsschrift fuer Zahnheilkunde	1882	SM—German	2,200	95	210 x 120 mm.	German dentists.
Deutscher Nahrungsmittel-Grosshandel	1910	W—German	....	12	250 x 190 mm.	Grocery wholesale dealers.
Edeka Deutsche Handels Rundschau	1907	W—German	29,000	60	250 x 184 mm.	Owners of retail grocery stores.
Die Kolonialwaren-Woche	1905	SW*—German	22,000	6	320 x 480 mm.	
Neue Deutsche Papierzeitung	1910	W*—German	8,000	20-24	270 x 200 mm.	
Papier Zeitung	1875	SW—German	11,000	24	270 x 200 mm.	Leading paper of the paper industry.
Strumpf und Handschuh	1925	SM*—German	4,000	20	270 x 200 mm.	Textile machinery and textile products.
Der Tabakwarengrosshandel	1921	SM—German	....	20	270 x 192 mm.	
Tageszeitung fuer Nahrungsmittel	1912	D-exS—German	....	8	380 x 240 mm.	Grocery wholesale & retail store.
Zahnaerztliche Rundschau	1891	W—German	9,300	48	270 x 190 mm.	Dentists.
Zeitschrift fur Deutschlands Buchdrucker und verwandte Gewerbe	1888	SW*—German	6,100	20	27 x 20 cm.	German book publishing and associated industries.
BERNBURG						
Trade Publication						
Der Zuckerbacker	1896	W*—German	....	32	180 x 250 mm.	
BERNE						
Newspapers						
Stedinger Bete	....	Tri-W—German	950	..	.....	Middle classes.
BETHEL (Near Bielefeld)						
Aufwarts Christliches Tageblatt	1919	D*—German	11,000	4	420 x 280 mm.	Officials and professional men.
Westfalisches Sonntagsblatt	1869	W*—German	....	8	200 x 280 mm.	Protestant middle classes.
BETZDORF						
Betzdorfer Zeitung	1880	D-exS*—German	3,500	4	415 x 275 mm.	All classes.
Rheinisch Westfalische Volkszeitung.	1873	D*—German	4,500	4	490 x 340 mm.	Middle and working classes.
Trade Publication						
Westdeutsche Tierbers.	1921	SM—German	2,000	9	270 x 213 mm.	Farmers.
Technische Rundschau fur Rheinland und Westfalen	1921	SM—German	4,000	24	270 x 225 mm.	Industrial circles.
BEUTHEN						
Newspapers						
Ostdeutsche Morgenpost	1846	MD*—German	(E) 29,800 A	12	18 x 12"	Industrials.
BIELEFELD						
Der Bote fur die Deutsche Frauenwelt	1903	W*—German	....	16	200 x 270 mm.	Protestant middle classes.

(*Continued on page* 304)

Focus your *Advertising Dollar* on New England

and watch Sales grow!

The advertising dollar goes a longer ways in New England and with greater results than in any other section of the country. The reason is obvious. Here you have a small concentrated territory, thickly populated, with more cities of fifty and one hundred thousand population between New York and Boston, a distance of only 250 miles, than there is between Chicago and San Francisco, a distance of over two thousand miles.

When you can reach so many people in so small a territory, particularly when it is established that they are known to have wealth and are good buyers of the better grade commodities, it is only natural to conclude that it does not involve as much expense in advertising to New Englanders as it does when advertising in other markets thinly populated, and where distances between cities are great.

Every advertiser who comes to this market with a good product should be successful if he is careful in the preparation of his advertising campaign and enlists the aid of the newspapers listed below.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
*Attleboro Sun .....(E)	5,553	.03	.03
*Boston Globe .....(M&E)	293,503	.50	.50
*Boston Globe .....(S)	329,546	.55	.55
†Boston Transcript .....(E)	35,940	.20	.20
*Boston Post .....(M)	404,661	.60	.60
*Boston Post .....(S)	344,564	.55	.55
†Fitchburg Sentinel .....(E)	12,159	.06	.045
*Haverhill Gazette .....(E)	16,213	.065	.05
*Lynn Item .....(E)	16,831	.065	.05
†Lowell Courier-Citizen and Evening Leader ....(M&E)	20,534	.07	.07
*New Bedford Standard Mercury .....(M&E)	32,715	.10	.10
*New Bedford Sunday Standard (S)	29,068	.10	.10
*North Adams Transcript.(E)	10,481	.05	.04
*Pittsfield Eagle .....(E)	18,307	.055	.055
*Salem News .....(E)	21,464	.09	.07
*Taunton Gazette .....(E)	9,323	.05	.035
*Worcester Telegram-Gazette (M&E)	100,156	.28	.25
*Worcester Sunday Telegram (S)	51,532	.21	.18

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
†Bridgeport Post-Telegram (E&M)	44,739	.15	.15
*Bridgeport Post .....(S)	22,549	.10	.10
*Hartford Courant .....(M)	35,708	.09	.09
*Hartford Courant .....(S)	58,748	.13	.13
†Hartford Times .....(E)	56,347	.15	.15
**Middletown Press .....(E)	8,494	.05	.03
†New Haven Register..(E&S)	56,846	.15	.14
*New London Day.....(E)	12,738	.06	.045
†Norwich Bulletin .....(M)	13,048	.07	.05
†Norwalk Hour .....(E)	6,619	.045	.045
††South Norwalk Sentinel.(E)	5,503	.045	.035
*Stamford Advocate .....(E)	11,005	.05	.04
*Waterbury Republican-American (M&E)	25,343	.08	.08
*Waterbury Republican....(S)	16,560	.08	.08
MAINE—Population, 768,014			
*Portland Press-Herald Express, Sunday Telegram....(M&E)	62,473	.20	.16
NEW HAMPSHIRE—Population, 443,683			
*Concord Monitor-Patriot..(E)	6,279	.0375	.025
†Keene Sentinel .....(E)	3,994	.036	.023
†Manchester Union-Leader (M&E)	31,826	.15	.1[illegible]

RHODE ISLAND—Population, 604,397

	Circulation	2,500 lines	10,000 lines
*Pawtucket Times .....(E)	28,392	.08	.08
*Providence Bulletin .....(E)	72,254	.20	(B).27
*Providence Journal .....(M)	41,766	.12	(B).27
*Providence Journal .....(S)	74,684	.20	.20
*Providence News .....(E)	28,049	.08	.08
*Providence Tribune .....(E)	19,766	.10	.09
†Westerly Sun .....(E&S)	5,602	.03	.03
*Woonsocket Call .....(E)	14,970	.06	.06

VERMONT—Population, 352,428

	Circulation	2,500 lines	10,000 lines
*Barre Times .....(E)	7,192	.04	.03
†Brattleboro Reformer ....(E)	3,535	.035	.02
*Burlington Free Press....(M)	14,757	.06	.06
*Rutland Herald .....(M)	11,815	.055	.055
†St. Johnsbury Caledonian-Record .....(E)	4,062	.03	.02

* A. B. C. Publisher's Statement, October 1, 1927.

** A. B. C. Publisher's Statement, March 31, 1927.

† Government Statement, October 1, 1927.

†† Government Statement, March 31, 1927.

(B) Combination rate Daily Journal and Eve. Bulletin.

ADVERTISING MEDIA OF EUROPE

GERMANY—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Volkswacht	1890	D*—German	15,000	12	280 x 420 mm.	Working classes.
Westfaelische Neueste Nachrichten	1900	MD*—German	24,500	20	415 x 282 mm.	Better middle classes.
Westfalische Zeitung	1811	MD*—German	23,500	16	420 x 295 mm.	Commercial circles and middle classes.
Magazine						
Die Schone Frau	1925	M*—German	....	30	200 x 260 mm.	Better middle classes.
Trade Publications						
Westdeutsche Wirtschaft	1924	W*—German	....	12	310 x 465 mm.	Commercial circles.
Im Wartezimmer	1924	M*—German	....	32	270 x 200 mm.	Medical circles.
Deutsche Nahmaschinen Zeitung	1875	M*—German	13,000	32	210 x 283 mm.	Manufacturers, wholesalers and retailers of sewing machines.
Radmarkt und Motorfahrzeug	1885	W*—German	12,000	70	175 x 235 mm.	Manufacturers, wholesalers and retailers of bicycles, etc.
Die Schule	....	M*—German	....	14	200 x 270 mm.	School teachers.
BLANKENBURG-HARZ						
Newspapers						
Blankenburger Kreisblatt	1840	ED—German	3,400	8	432 x 218 mm.	All classes.
Harzer Echo	1924	ED—German	4,965	8	417 x 286 mm.	Laborers, business men.
BLANKENHEIM-EIFEE						
Eifeler Nachrichten	1895	W*—German	1,600	6	285 x 430 mm.	Farmers; working population.
BLECKEDE						
Bleckeder Zeitung	....	Tri-W—German	....	..	.....	Middle classes.
BLUMENTHAL						
Blumenthaler Zeitung	1912	ED—German	1,400	6	32 x 48 cm.	All.
BOCHOLT						
Bocholter-Borkener Volksblatt	1870	MD*—German	8,000	10	480 x 330 mm.	All classes.
BOCHUM						
Bochumer Anzeiger und General Anzeiger	1893	D-exS*—German	33,300	16	434 x 310 mm.	All classes.
Bochumer Zeitung, Markischer Sprecher	1828	MD—German	11,000	12	440 x 310 mm.	Better middle classes.
Volksblatt	1898	D*—German	10,000	12	280 x 420 mm.	Working class.
Westfalische Volks-Zeitung	1872	D-exS*—German.	16,100	12	435 x 300 mm.	All classes.
Magazine						
Padagogische Post	1921	SW*—German	17,500	16	200 x 300 mm.	School teachers.
Trade Publications						
Bergarbeiter Zeitung	1889	W*—German	175,000	8	490 x 330 mm.	Working classes.
Weckruf Westfalische Backer u. Konditoren Zeitung	1913	W*—German	7,000	28	230 x 330 mm.	Bakers.
Westdeutsche Allgemeine Geflugelzeitung	....	W*—German	7,000	16	300 x 200 mm.	Poultry and livestock breeder.
BOCKENEM						
Newspapers						
Provinzial Zeitung	....	MD—German	....			Middle classes.
BONN						
Bonner Zeitung	1892	ED*—German	3,500	8	280 x 400 mm.	Professional men; commercial circles.
Deutsche Reichszeitung	1871	MD*—German	25,000	12	500 x 375 mm.	All classes.
General Anzeiger fur Bonn u. Umgegend	1889	MD-exS*—German	42,000	16	530 x 355 mm.	All classes.
Trade Publications						
Landwirtschaftliche Zeitschrift fur die Rheinprovinz	1833	W*—German	27,500	20	185 x 267 mm.	Advanced farmers and estate owners.
Rheinisch-Westfaelische Gaertnerzeitung	1926	SM*—German	9,500	32	185 x 260 mm.	Gardeners and florists.
Zeitschrift fur Sexual-Wissenschaft	1914	M—German	1,000	32	117 x 200 mm.	Medical circles.
BORKUM						
Newspapers						
Borkumer Zeitung u. Badezeitung	1883	Tri-W—German	1,200 (Winter) 3,0000 Summer	4-6 8-12	435 x 280 mm.	Especially summer guests.
BOTTROP						
Bottroper Volkszeitung	1880	MD*—German	9,300	12	430 x 300 mm.	All classes.
Weserbote	1856	MD—German	2,300	6	47 x 31.5 cm.	All classes.
BRAKEL						
Brakeler Anzeiger	1888	Tri-W*—German	2,250	8	430 x 320 mm.	All classes.
BRAMSCHE						
Bramscher Nachrichten	....	MD—German	4,400	..	.....	Rural people.
BRAUNLAGE						
Braunlager Zeitung	....	Tri-W—German	1,000	..	432 x 279 mm.	All classes.
BREMEN						
Arbeiter-Zeitung	1921	ED—German	11,000	10	430 x 270 mm.	Laborers and middle class.
Bremen Nachrichten	1743	MD—German	67,000	12	480 x 317 mm.	All circles with buying power in Bremen and adjoining districts.
Weser-Zeitung	1844	MD & ED—German W (Foreign Editor)	26,000	14	530 x 372 mm.	Trade, industry, shipping circles, retailers, rural population Oldenburg.
Bremer Volkszeitung	1890	ED—German	15,000	12	430 x 281.5 mm.	* *
Trade Publications						
Bremer Fuhrer im Kleingartenbau	1919	SM—German	12,000	12	250 x 185 mm.	Allotment holders.
Bremer Hausfrauen Zeitung	1921	SM—German	12,000	28	270 x 185 mm.	Housewives, Northwestern Germany.
Deutsche Bottcherzeitung	1887	W—German	11,000	4	45 x 27 cm.	Coopers.
Der Einzelhandler	1918	SM—German	4,800	16	270 x 185 mm.	Merchants, * * organized labor, officials, business men.
Niedersachsisches Landhaus	1918	W—German	18,000	24	250 x 185 mm.	Nearly all farmers of Northwest Germany.
Der Reich Mechaniker	1921	W—German	14,000	32	198 x 265 mm.	Mechanics.
Vollgas die Motorzeitung	1924	W—German	4,000	24	198 x 265 mm.	Auto dealers and mechanics.
BREMERHAVEN						
Newspapers						
Norddeutsche Volksstimme	1889	MD—German	15,000			Workmen.
Nordwest deutsche Zeitung	1894	ED—German	20,500	15	465 x 320 mm.	All classes.
BREMERVORDE						
Bremerverder Zeitung	1853	ED—German	3,250	6	280 x 420 mm.	Trade, labor, trading people and farmers.
BRESLAU						
Breslauer Neueste Nachrichten	1888	ED—German	150,000	30	14 x 20"	All classes.
Schlesische Arbeiterzeitung	1919	MD—German	(E) 25,000 A	8	18 x 12"	Working classes.
Schlesische Volkszeitung	1868	MD & ED-exS*—German	24,000	16	17 x 13"	Catholic population in Silesia and bordering countries.
Schlesische Zeitung	1741	MD & ED-exS*—German	(E) 25,000 A	16	17 x 13"	Wealthy and cultured classes.
Volkswacht	1889	MD*—German	(E) 26,500 A	18	18 x 12"	Working class.
Trade Publications						
Ostdeutsche Bauzeitung	1903	SW*—German	8,500	24	13 x 11"	Builders and dealers in building materials.
Zeitschrift der Landwirtschaftskammer Schlesien	1896	W*—German	50,000	50	12 x 9"	Farmers.
BREYELL						
Newspapers						
Breyeller Volkszeitung	1887	SW*—German	3,700	32	480 x 330 mm.	Catholic middle class.
BRILON i.W.						
Sauerlander Zeitung	1888	MD-exS*—German	2,900	9	435 x 280 mm.	All classes.
BRINKUM						
Allgemeiner Anzeiger	....	MD—German	3,000			Rural people.
BRUHL						
Bruhler Zeitung	1898	ED-exS*—German	4,100	4	430 x 281 mm.	All classes.
BRUNSWICK						
Braunschweiger Allgemeiner Anzeiger	1886	ED—German	45,000	12	425 x 305 mm.	Middle classes.
Braunschwiger Neueste Nachrichten	1896	ED—German	28,000	16	425 x 296 mm.	Educated and middle classes.
Braunschweigische Landeszeitung	1879	MD—German	22,000	16	425 x 305 mm.	Middle class people.
Deutsche Allgemeine Landwirtschaftliche and Handels-Zeitung	1913	W—German	20,000		420 x 272 mm.	Farmers.
Staatszeitung	1745	MD—German	....		400 x 285 mm.	Middle and upper classes.
Volksfreund	1870	ED—German	19,800	10	470 x 256 mm.	Laborers, employes, officials, business men.
Trade Publications						
Eisen und Stahlwarenmarkt, Werkeug. Maschinenzeitung	1908	BW—German	....	10	280 x 195 mm.	Iron, steel and metal industry.

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ADVERTISING MEDIA OF EUROPE

GERMANY—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Gemuse und Obst Anzeiger	1877	SW—German	10,500	6-14	425 x 305 mm.	Grocers, etc.
Die Konserven Industrie & Allgemeine Deutsche Konservenzeitung	1914	W—German	2,500	24-28	235 x 315 mm.	Preserving industry.
Der Oelmarkt & Technische Kurier	1918	SM—German	2,000	16	235 x 315 mm.	Oil industry and related branches.
BUER						
Newspapers						
Buersche Volkszeitung	1919	MD*—German	14,650	10	500 x 330 mm.	Christian working classes.
Buersche Zeitung	1881	MD*—German	17,500	16	360 x 530 mm.	All classes.
Trade Publication						
Rheinisch Westfalischer Kleingartner	....	M*—German	11,500	14	275 x 195 mm.	Gardeners and poultry breeders.
BUNDE i.W.						
Newspaper						
Bunder Generalanzeiger	1885	ED*—German	3,100	4	480 x 330 mm.	All classes.
BUNZLAU						
Trade Publication						
Der Eisenhandler	1894	SW*—German	19,000	16	15 x 10"	German & foreign retailers in metal goods and cutlery.
BUREN						
Newspapers						
Burener Zeitung	1893	MD—German	2,250	8	430 x 270 mm.	All classes.
BURGDORF						
Burgdorfer Kreisblatt	1866	ED—German	4,360	6	415 x 280 mm.	Citizens, farmers, merchants, workmen, trading people.
BUXTEHUDE						
Newspaper						
Buxtehuder Tageblatt vormals Buxtehuder Wochenblatt	1853	ED—German	3,300	4	475 x 320 mm.	All.
CASTROP-RAUXEL						
Newspaper						
Stadtanzeiger fur Castrop und Rauxel	1874	D*—German	4,700	8	305 x 425 mm.	All classes.
CELLE						
Celler Volkszeitung	1921	ED—German	4,500	8	420 x 280 mm.	Workmen, employes and officials.
Cellesche Zeitung & Anzeiger	1817	ED—German	8,000	10	413 x 283 mm.	All.
CHEMNITZ						
Allgemeine Zeitung	1898	ED*—German	48,000	20	30.4 x 44.5 cm.	Industrial, trade and private circles.
Chemnitzer Neueste Nachrichten	1889	ED*—German and Latin type	73,000	18	33.5 x 47 cm.	Industrial, trade family paper.
Chemnitzer Tageblatt	1848	MD*—German and Latin type.	21,503	14-16	33.5 x 51 cm.	Commercial circles.
Trade Publication						
Der Wirkwaren-Markt	1908	SM*—German and Latin type	2,600	20	23.5 x 33.5 cm.	Textile industry.
CLAUSTHAL						
Newspapers						
Der Oekonom G.m.b.H.	1906	W—German	14,000	14-16	270 x 360 mm.	Farmer schools, etc.
Offentliche Anzeigen fur den Harz	1808	ED—German	....	8	426 x 280 mm.	All.
CLEVE						
Clever Kreisblatt	1878	D*—German	4,500	12	280 x 400 mm.	Farmers and better middle classes.
CLOPPENBURG						
Munsterlandische Tageszeitung	1879	MD—German	6,000			Middle classes.
COBLENZ						
Coblenzer General-Anzeiger	1880	MD-exS*—German	37,500	20	475 x 312 mm.	All classes, chiefly business circles. farmers and laborers.
Coblenzer Volkszeitung	1872	MD-exS*—German	32,000	16	330 x 540 mm.	All classes, chiefly businessmen & farmers.
COESFELD i.W.						
Algemeine Zeitung	1834	D*—German	6,500	8	486 x 330 mm.	All classes.
COLOGNE						
Deutsche Zukunft	1893	W*—German	....	24	265 x 180 mm.	Germans abroad and pro-German foreigners all classes.
Heimat und Welt	1925	W—German	213,000	16	270 x 210 mm.	Catholic classes.
Illustrierte Koelnische Zeitung	1926	W*—German	170,000	24	360 x 245 mm.	Better classes.
Koelner Tageblatt	1863	MD & ED-ex-S*—German	33,000	12	420 x 280 mm.	Better middle classes.
Koelnische Volkszeitung	1860	MD-Twice & ED-once*—German (Sundays once, Mondays twice)	25,000	4	533 x 375 mm.	Best and middle catholic classes.
Koelnische Zeitung	1800	MD & ED*—German	54,000	12	545 x 383 mm.	Best and wealthiest classes, industry.
Koelnische Zeitung Wochenausgabe fuer das Deutschtum im Ausland.	1866	W*—German	4,000	24	420 x 275 mm.	Better classes of Germans abroad.
Rheinische Volkswacht	1885	ED-exS*—German	33,000	22	283 x 420 mm.	All classes.
Rheinische Zeitung.	1891	ED*—German	40,500	12	425 x 270 mm.	Working classes.
Stadtanzeiger fuer Koeln und Umgebung	1876	MD &ED*—German	140,000	30	430 x 280 mm.	Middle and better classes.
Trade Publication						
Das Rheinland	1919	M—German	3,000	32	180 x 110 mm.	Politicians and upper classes.
CORBACH						
Newspapers						
Waldeckischer Landbund	1919	W*—German	3,600	16	270 x 190 mm.	Agricultural circles.
COTHEN						
Allgemeine Sport Zeitung	1924	W*—German	....	8	250 x 185 mm.	
Cothensche Zeitung	1769	D-exS*—German	6,800	8	470 x 350 mm.	
Trade Publications						
Chemiker-Zeitung	1877	SW*—German	9,000	32	305 x 235 mm.	Chemistry, mining, engineering, etc.
Ingenieur Zeitung Zeitschrift fur angewandte Ingenieur-Wissenschaft und Betrieb	1909	SM*—German	....	20	230 x 180 mm.	Members of German engineers Union.
St. Hubertus der Heger	1882	W*—German	7,700	32	225 x 310 mm.	
CRONENBERG						
Newspaper						
Cronenberger Anzeiger	1880	Tri-W*—German	2,500	6	420 x 280 mm.	All classes.
DATTELN						
Datteln Ger Erkenschwicker Anzeiger	1907	D*—German	4,500	12	280 x 430 mm.	All classes.
DELMENHORST						
Delmenhorster Kreisblatt	1832	ED—German	7,000	8-10	435 x 280 mm.	Laborers, industrial, agricultural circles.
Delmenhorster Volkswacht	1919	ED—German	2,100	8	420 x 275 mm.	Laborers, employees, small business men.
DERNE						
Newspapers						
Derner Anzeiger	1904	D-exS—German	2,485	12	280 x 430 mm.	All classes.
DESSAU						
Norddeutsche Landwirtschaftliche Zeitung		W—German	....	24	40 x 35 cm.	.....
Die Scholle	....	W*—German	7,200	16	40 x 30 cm.	.....
DETMOLD						
Das Lipperland Landwirtschaftliche Zeitung	1895	W*—German	10,000	4	265 x 430 mm.	Farmers.
Trade Publications						
Der Naturfreund	1907	M*—German	3,000	36	270 x 185 mm.	Better middle classes, scientific.
Unsere Welt	1907	M*—German	3,000	36	270 x 185 mm.	
DIEPHOLZ						
Newspaper						
Diepholzer Kreiszeitung	....	MD—German	5,650	..	.....	Rural people.
DINSLAKEN						
Dinslakener General-Anzeiger	1908	D-exS*—German	5,600	10	480 x 330 mm.	All classes.
DIPPOLDISWALDE						
Dippoldiswalder Tageblatt	1860	ED—German (E)	4,500 A	12	28 x 43 cm.	All classes.
DISSEN						
Iburger Kreisblatt	....	MD—German	4,500	..	.....	Rural people.
DORNUM						
Dornumer Nachrichten	1895	Tri-W—German	3,800	6	283 x 423 mm.	Citizens, farmers, workmen.
DORSTEN						
Allgemeiner Anzeiger	1919	D—German	3,000	10	500 x 320 mm.	All classes.
Dorstener Volkszeitung und Lokal Anzeiger	1852	MD—German	3,500	8	480 x 330 mm.	All classes.
DORTMUND						
Dortmunder Zeitung	1828	MD & ED*—German	36,000	20	315 x 470 mm.	All better classes.

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ADVERTISING MEDIA OF EUROPE

GERMANY—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
General Anzeiger fur Dortmund und das Gesamte Rheinisch Westfaelisch, Industrifegebiet	1887	ED*—German (E)	175,000 A	12	460 x 350 mm.	All classes, particularly good middle & working classes.
Kirchlicher Anzeiger	1891	W—German	9,600	12	450 x 315 mm.	Protestant circles.
Der Sport vom Sonntag	1919	W*—German	25,000	8	480 x 320 mm.	Sportsmen.
Tremonia	1876	MD*—German (E)	38,000 A	20	480 x 320 mm.	Catholic industrial, commercial and agricultural workmen.
Westfaelische Allgemeine Volkszeitung	1880	MD*—German	23,000	16	425 x 280 mm.	All classes, particularly working classes.
Westfalia Wochenblatt fur das Christliche Volk	1881	W*—German	20,000	12	220 x 320 mm.	Catholic middle classes.
Trade Publications						
Technische Mitteilungen und Natchrichten	1907	SM*—German	8,000	34	254 x 172 mm.	Commercial circles.
Der Ziegenzuechter	1906	Tri-M*—German	13,500	12	230 x 320 mm.	Working classes, goat breeders.
DRESDEN						
Newspapers						
Dresdner Anzeiger	1730	MD & ED*—German	61,000	12	31.5 x 49.5 cm.	Industrial, tradesmen, middle classes.
Dresdner Nachrichten	1856	MD & ED*—German & Esperanto	37,000	20	31.5 x 48 cm.	Industrial, trade & private circles.
Dresdner Neueste Nachrichten	1893	ED*—German	105,000	15	71.5 x 51.5 cm.	Industrial, trade circles, middle and working classes.
Dresdner Volkszeitung	1879	ED*—German	4,100	16	28 x 43.4 cm.	Family paper.
Sachsische Staatszeitung	1846	ED*—German	5,500	8	31.5 x 48.5 cm.	Officials, firms, individuals.
Sachsische Volkszeitung	1900	ED—German	10,000	18	31.5 x 49.5 cm.	Family paper.
Trade Publication						
Der Sachsische Funk	1924	W—German	1,000	40	10.13 x 8.2"	Radio participators.
Magazine						
Das Magazin	1924	M—German	152,000	100-120	24 x 17 cm.	Social paper.
Trade Publications						
Archiv fur Menschenkunde	....	M—German	1,000	25-30	13 x 20 cm.	Physicians, pharmaceutical industry and trade.
Di Glashutte	....	W—German	400	12	18 x 25 cm.	Glass industry and trade.
International Hotel-Industrie	....	W—German	500	12	28.2 x 42 cm.	Owners of hotels and restaurants.
Pharmazeutische Centralhalle fur Deutschland	....	W—German	1,000	..	13 x 20 cm.	Pharmaceutical industry and trade.
Sachsisches Gartnerblatt	....	SM—German	500	..	10.8 x 17.3 cm.	Gardeners and farmers.
Sachsisches Landwirtschaftliche Zeitschrift	1852	W*—German	52,000	24-28	24 x 32 cm.	Farmers, industrials and business men.
Die Schenheit	....	M—German	1,500	25-40	13 x 20 cm.	Artists, etc.
Die Tabakwelt	1905	W*—German (E)	1,500 X	24	22 x 30 cm.	Tobacco industry and trade.
Waren Markt	....	SM*—German	10,000	16	280 x 210 mm.	.....
BAD DRIBURG						
Newspaper						
Driburger Zeitung	1891	MD*—German	1,410	10	432 x 280 mm.	All classes.
UDERSTADT a. HARZ						
Eichfelder Morgenpost	....	MD—German	3,800	..	.....	All classes.
DUISBURG						
Duisburger General Anzeiger	1881	MD & ED*—German	51,512	20	440 x 300 mm.	Industrial and commercial circles, as well as middle classes.
Niederrheinische Nachrichten	1909	MD*—German (E)	25,000 A	10	340 x 470 mm.	Middle classes, commercial and industrial circles.
Rhein-und Ruhrzeitung	1843	MD & ED*—German	34,000	12	500 x 345 mm.	Middle and better circles of commerce, trade and industry.
DUSSELDORF						
Duesseldorfer Nachrichten	1876	MD & ED—German	90,000	32	295 x 420 mm.	All classes.
Dusseldorfer Stadt Anzeiger	1926	MD*—German	68,000	18	530 x 375 mm.	Good middle classes.
Dusseldorfer Tageblatt	1867	MD*—German	25,000	15	420 x 290 mm.	All Catholic classes.
Der Mittag	1920	ED*—German	....	14	530 x 375 mm.	Sportsmen, good middle classes and society.
EBINGEN						
Der Neue Alb-Bote	1883	ED-exS—German	5,500	6	11 x 17¼"	All classes.
EINBECK						
Einbecker Tageblatt	1810	MD—German	4,000	8-16	300 x 470 mm.	Farmers and officials.
EISENACH						
Magazine						
Neulandblatt	1916	SM—German	4,000	12	20.5 x 28 cm.	.....
Trade Publications						
Das Fahrzeug	1808	W*—German	8,000	36	270 x 208 mm.	.....
Rauhhaarblatter	....	M*—German	1,600	16-32	220 x 140 mm.	.....
Thuringer Monatsblatter	....	M*—German	20,000	20	285 x 202 mm.	.....
EISFELD						
Kolonialwaren-und Konservenmarkt	1918	W*—German	5/7,000	8	282 x 440 mm.	Grocers. Hamburg importers of foodstuffs & wholesale dealers.
EISLEBEN						
Nachrichtenblatter der Ueberlandzentralen Amsdorf und Mansfeld	1924	M*—German	17,500	8	185 x 270 mm.	
ELBERFELD						
Newspaper						
Freie Presse	1885	ED*—German (E)	25,000 A	12	430 x 280 mm.	Clerical employees, laborers, tradesmen.
ELBING						
Elbinger Zeitung und Generalanzeiger	1787	MD-exS*—German	32,500	12	45.7 x 32.9 mm.	All classes, a family paper.
EMDEN						
Emder Zeitung	1876	ED—German	....	6	455 x 320 mm.	Middle and better classes.
Ostfriesische Zeitung	1812	ED—German	....	8	424 x 269 mm.	All.
Rhein-Ems-Zeitung	1900	ED—German	10,000	6-12	49 x 57 cm.	All.
EMMERICH						
Burgerblatt fur den Niederrhein	1800	D—German	....	12	480 x 320 mm.	All classes.
ERFURT						
Mitteldeutsche Zeitung	1919	D—German	27,500	14	55 x 40 cm.	Nationalistic newspaper. Authorized organ for official notices concerning commercial matters.
Thuringer Allgemeine Zeitung	1849	D*—German	39,000	12-36	440 x 290 mm.	.....
Trade Publications						
Deutsche Optische Wochenschrift	1914	W—German	5,000	30	240 x 200 mm.	.....
Der Raiffeisenbote fur Thuringen und Sachsen	....	BW*—German	22,500	20	285 x 202 mm.	.....
Thuringen Zeitschrift des Bezirksverbandes der Eisenbahnvereine im Reichsdirektionsbezirk Erfurt, e.V.	1926	M*—German	20,000	12	270 x 190 mm.	.....
Warme & Kalte Technik	1899	BW*—German	3,500	24	300 x 210 mm.	Steam heating and refrigerating installations.
Zeitschrift fur Feinmechanik und Prazision	1894	BW—German	4,800	24	28 x 20 cm.	.....
ESSEN						
Newspapers						
Essener Allgemeine Zeitung	1875	MD & ED*—German	50,000	20	455 x 322 mm.	Middle and better classes.
Essener Anzeiger	1904	MD*—German	35,000	20	420 x 280 mm.	All classes.
Rheinisch Westfaelische Zeitung	1738	MD & ED*—German (E)	35,000 A	5	550 x 400 mm.	Better and best classes.
Die Wochenschau	1925	W*—German	269,000	24	278 x 375 mm.	All middle and better classes.
ESSLINGEN a N						
Esslinger Zeitung	1868	ED-exS*—German	10,000	8	11¼ x 16½"	All classes.
FLENSBURG						
Flensburger Nachrichten	1864	ED*—German	9,800	8-16	565 x 415 mm.	General, all classes.

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ADVERTISING MEDIA OF EUROPE

GERMANY—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
FRANKFORT-ON-MAIN						
F. N. Sport	1918	Tri-W*—German	10,000	8	430 x 280 mm.	Sportsmen.
Frankfurter Nachrichten	1722	MD*—German	30,000	12	430 x 280 mm.	Middle classes.
Frankfurter Post	1923	MD*—German	12,000	8-12	440 x 300 mm.	Middle class adherents of German Nationalist People's Party.
Frankfurter Zeitung	1856	MD & ED*—German	68,000	MD ED 8-20 mm. 4	530 x 350	Bankers, business men, industrialists, politicians, upper & middle classes.
General Anzeiger der Stadt Frankfurt am Main	1876	ED-exS*—German	145,000	16-30	478 x 330 mm.	Middle class, trades people, artisans, clerks, also officials and business men.
Das Illustrierte Blatt	1912	W*—German	270,000	24	338 x 232 mm.	All classes.
R.M.V. Rhein-Mainsche Volkszeitung	1870	MD-exS*—German	30,000	8-12	488 x 320 mm.	Catholics (chiefly middle and upper classes)
Volksstimme	1889	ED-exS*—German	35,000	14	415 x 280 mm.	Working classes. (Social Democratic)
Magazines						
Anzeiger fur die Katholische Geistlichkeit Deutschlands	1880	M*—German	20,000	24	305 x 233 mm.	Roman Catholic clergy, R. C. religious orders and institutions.
Frankfurter Hausfrau	1908	W—German	....	36-38	290 x 200 mm.	Middle classes.
Fur die Frau (Illustrated supplement to the Frankfurter Zeitung)	....	M*—German	68,000	16	320 x 225 mm.	Bankers, business men, industrialists, politicians, upper and middle classes.
Trade Publications						
Der Bund	1919	SM*—German, French & English	20,000	30-34	423 x 282 mm.	Business men, travelers, tourists, importers, exporters in various countries.
Kalk, Gips und Schmotte Zeitung	1893	SM*—German	....	8	11¼ x 8"	Industry and trade in lime, gypsum and other building products.
Ledermarkt	1878	D*—German	....	4	14 x 9½"	The leather industry and trade
Luxus und Bedarf	1907	Tri-M*—German	....	16	11¼ x 6¾"	Industry and trade in leather goods.
Radio Umschau	1923	W*—German	24,000	40	170 x 250 mm.	Radio industry and trade, radio subscribers.
Der Schumarkt	1891	SW—German	....	50-56	11¼ x 8"	The shoe industry and trade.
Sudwestdeutsche Rundfunk Zeitung	1924	W*—German	28,000	20	250 x 300 mm.	Radio subscribers chiefly.
Das Technische Blatt	1918	BW*—German	68,000	10	350 x 240 mm.	Engineers, scientific men, industrialists.
Die Umschau	1896	W*—German	15,000	30	170 x 250 mm.	Scientists and laymen, educated classes generally.
Zentral Blass fur die Kunstdunger Industrie	1895	SM*—German	....	6	11¼ x 8"	Fertilizer industry and trade.
FREIBERG						
Newspaper						
Freiberger Anzeiger	1848	ED*—German	12,000	24	21.5 x 48 cm.	All circles.
Trade Publication						
Kritischer Vierteljahrsbericht uber die Berg- & Huttenmanische Literatur	....	Qt.—German	1,000	15	18.5 x 27.5 cm.	Mining industry and trade.
FREIBURG i. BR.						
Newspapers						
Freiburger Zeitung	1784	Twice—German, D-exS* Once Sunday	25,000	20	11 x 16½"	Middle class.
FREITAL						
Dresdner Neue Presse	1924	W—German	10,000	25	28 x 43 cm.	Family paper.
Elbtal Abendpost	....	ED—German	3,000	12	28 x 43 cm.	All classes.
Freitaler Tageblatt Gluckauf	....	ED—German	15,000	16	28 x 43 cm.	All classes.
FRIEDRICHSHAFEN a. B.						
Seeblatt	1843	D-exS*—German	3,500	8-10	11¼ x 16½"	All classes.
FRIEDRICHSWERTHER						
Trade Publication						
Friedrichswerther Monatsberichte, Blatter fur Tier und Pflanzenzucht	....	M*—German	10,000	12	280 x 190 mm.	
GANDERSHEIM a. H.						
Newspapers						
Gandersheimer Kreisblatt	1833	ED—German	3,000	6-8	450 x 280 mm.	All classes.
GERA						
Geraer Zeitung	1795	D*—German	18,000	12	465 x 320 mm.	.....
Trade Publication						
Deutsche Fahrzeug-Technik	1903	SM—German	2,500	28	240 x 170 mm.	.....
GIFHORN						
Newspapers						
Aller Zeitung	....	MD—German	....	..	410 x 280 mm.	All classes.
Gifhorner Tageszeitung	1907	ED—German	3,275	8	435 x 285 mm.	All classes, especially agricultural.
GLAUCHAU						
Glauchauer Zeitung	1818	ED*—German	8,100	12	31.5 x 46 cm.	Half official, industrial and trade.
GLEIWITZ						
Oberschlesische Volksstimme	1874	MD*—German	30,000	13	19 x 13"	Catholic population of Upper Silesia.
Der Oberschlesische Wanderer	1828	MD*—German	32,000	24	19 x 13"	All classes of upper Silesia.
GODESBERG						
Godesberger Tageszeitung	1924	ED*—German	1,700	8	280 x 400 mm.	Better middle classes.
GOEPPINGEN						
Der Hohenstaufen	1863	D-exS*—German	9,600	10-12	12⅝ x 18½"	All classes, chiefly middle class.
GOETTINGEN						
Goettinger Zeitung	1863	ED—German	10,700	..	420 x 284 mm.	Middle and upper classes.
Trade Publication						
Praktische Schulphysik	1921	M—German	3,000	24	.....	Physicists of the German high schools and school teachers.
GORLITZ						
Newspapers						
Neuer Gorlitzer Anzeiger	1877	MD-exMon*—German	36,000 35,000 A	25	19 x 13"	All classes.
GOSLAR						
Goslarsche Zeitung	....	MD—German	6,600	..	404 x 263 mm.	Middle and upper classes.
Harzer Tageblatt	1923	ED—German	5,000	10	42 x 48 cm.	Industry, trade, agriculture, citizens.
Harzer Volkszeitung	1919	ED—German	5,000	8-10	410 x 270 mm.	Working population.
GOTHA						
Trade Publications						
Dit Schuhmachergel	1896	SM*—German	12,700	20	23 x 30 cm.	
Zentral-Blatt Deutscher Zither Vereine	1878	M—German	2,500	16	23 x 31 cm.	
GOTTINGEN						
Newspapers						
Gottinger Tageblatt	1888	ED—German	13,400	12-14	280 x 420 mm.	Well situated citizens and farmers.
Niedersachsische Morgenpost	1923	MD—German	12,000	12-16	33⅓ x 50 cm.	All, especially farmers.
Volksblatt	1919	ED—German	8,000	8-12	420 x 280 mm.	Workmen, employees, officials.
Trade Publications						
D. A. R. Deutsche Akademische Rundschau	1919	SM—German	15,000	24	270 x 180 mm.	Students and university people.
Monatsblatter fur den evangelischen Religionsunterricht	1907	German	900	32	15.5 x 23.5 cm.	School teachers.
Praktische Schulphysik	1920	M—German	3,000	24	23 x 16 cm.	.....
GROSSBOTHEN						
Die Kiste (Fachzeitschrift fur den Verband Deutscher Kistenfabrikanten e. v.)	1919	SM*—German	....	..	260 x 180 mm.	.....
HALLE a.d. S.						
Newspapers						
Allgemeine Zeitung fur Mitteldeutschland	1903	D*—German	27,100	14-16	420 x 280 mm.	.....
Hallesche Zeitung	1708	D—German	16,000	16	420 x 276 mm.	.....
Hallische Nachrichten	....	D-exS—German	61,000	14	465 x 320 mm.	.....
Trade Publications						
Acetylen in Wissenschaft u. Industrie	1897	M—German	500	8	240 x 164 mm.	.....
Archiv fur Buchbinderei	1901	M*—German	1,100	24	236 x 172 mm.	German bookbinding industry.

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ADVERTISING MEDIA OF EUROPE

GERMANY—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Atelier des Photographen	1894	M*—German	4,500	36	236 x 172 mm.	.....
Autogene Metallverarbeitung	1907	SW*—German	2,000	10	240 x 164 mm.	.....
Braunkohle	1901	W*—German	2,200	48	236 x 172 mm.	Devoted to mining and use of lignite.
Braunkohlen-und Brikett-Industrie	1908	W—German	....	28	190 x 270 mm.	.....
Brennstoff & Warmewirtschaft	1918	SM*—German	1,400	28	172 x 236 mm.	.....
Draht-Welt	....	W—German		28	190 x 270 mm.	.....
Elternblatt	1922	M*—German	13,000	32	185 x 110 mm.	
Filmtechnik	1925	SM*—German	3,000	32	236 x 172 mm.	
Haustechnische Rundschau	1895	Tri-M*—German	2,400	6	294 x 195 mm.	
Die Hilfsschule	1905	M—German	4,100	40	230 x 155 mm.	
Kali	1907	SM*—German	1,000	32	172 x 236 mm.	Mining, potash industry.
Landbund Provinz Sachsen Wochenschrift fur das land	1920	W*—German	58,000	20	280 x 200 mm.	Agricultural.
Landwirtschaftliche Rundschau	1900	W—German	25,000	8	220 x 280 mm.	
Landwirtschaftliche Wochenschrift Amtsblatt der Landwirtschaftskammern fur die Provinz Sachsen und Anhalt	1898	W—German	50,000	36	200 x 280 mm.	
Die Messtechnik	1925	M*—German	2,500	48	172 x 236 mm.	Advertises electric meters and measuring instruments.
Metall und Erz	....	BW*—German	2,100	28	23 x 15 cm.	Devoted to manufacturing and smelting of ores.
Mittellungen der Technische-Wissenschaftlichen Vereine	1907	M*—German	1,400	4	260 x 190 mm.	
Mitteilungen des Verbandes der Deutschen Hochschulen	1921	BM*—German	6,500	36	120 x 190 mm.	
Nachrichten der Industrie und Handelskammer zu Halle a /S	....	SM*—German	7,000	12	273 x 182 mm.	Devoted to expansion of industries.
Photographische Chronik	1894	W*—German	7,000	28	236 x 172 mm.	
Photographische Rundschau	....	SM*—German	4,500	40	236 x 172 mm.	
Provinzialsachsische Monatsschrift fur obst, Wein-u. Gartenbau	1900	M*—German	5,500	20-24	19 x 12 cm.	
Psychiatrisch-Neurologische Wochenschrift	1899	W*—German	800	12	280 x 195 mm.	
Steinbruch und Sandgrube, Aelteste Spezial-zeitschrift fur Gewinnung und Verwertung	1902	Tri-M—German	....	28	190 x 270 mm.	
Der Strassenbau-Zeitschrift fur Tiefbau im Staats-und Gemeindewesen	1910	Tri-M—German	....	28	190 x 270 mm.	
Teer-Zeitschrift fur Erzeugung und Verwertung von Teer und Teerprodukten, Roh- und Dachpappen, Asphalt, Isolier- und Impragnierungsmitteln	1901	Tri-M*—German	1,400	28	172 x 236 mm.	
Die Uhrmacherkunst	1876	W*—German	6,000	30	200 x 270 mm.	
Der Wehrwolf	1923	Tri-M*—German	....	12	32 x 47 cm.	
Zeitschrift fur praktische Geologie	1893	M*—German	1,100	30	172 x 236 mm.	
Ziegelwelt	1870	W*—German	1,600	24	236 x 172 mm.	Brick industry.
Newspapers		**HAMBURG**				
American News	1922	W—English	....	6-8	58 x 41 cm.	Greatly varied.
Hamburger Anzeiger	1887	ED*—German	130,000	14-30	50 x 34 cm.	All classes, especially business men.
Hamburger Echo	1875	ED*—German	52,000	8-20	520 x 365 mm.	Middle and working classes.
Hamburger Fremdenblatt	1828	MD & ED*—German	150,000	36	520 x 365 mm.	Better classes.
Hamburger Nachrichten	1792	MD & ED*—German	32,000	20	520 x 376 mm.	General; all classes.
Hamburger Neueste Nachrichten	1897	MD*—German	5,000	14	420 x 295 mm.	Middle classes.
Hamburger 8 Uhr Abendblatt	1921	ED*—German	30,000	12-44	420 x 280 mm.	Good class of readers.
Hamburger Volkszeitung	1918	ED*—German	40,000	8-12	520 x 365 mm.	Laboring classes.
Hamburgischer-Correspondent	1731	MD & ED*—German	5,000	34	420 x 295 mm.	Commercial classes.
Trade Publications						
Allgemeine Kunstler Zeitung	1911	SM*—German	3,000 (Summer) 5,000 (Winter)	20	23 x 31 cm.	Artists of all kinds.
Deutsche Automobil Zeitung	1907	M—German	....	20	308 x 230 mm.	Auto dealers, owners, mfrs., repair shops.
Deutsche Hansa Schiffahrtszeitschrift	1873	W*—German	50,000	50-60	9 x 12"	All classes interested in shipping.
Deutsche Hotel Nachrichten	1896	SW*—German	20,000	12-20	42 x 28 cm.	Hotels, restaurants, etc.
Deutsche Sportartikel Zeitung	1902	SM*—German	2,500	40-60	9 x 12"	Mfrs. of and dealers in sporting goods.
Film Journal	1924	W—German	20,000	10-16	47 x 32 cm.	General public.
Fleischerzeitung fur Gross-Hamburg	1920	SW*—German	3,500	8	42 x 28 cm.	Dealers in meats and meat products.
Hamburger Lehrer Zeitung	1876	W—German	4,400	24	240 x 190 mm.	Teachers and students.
Die Hamburgerin	1924	SM—German	18,000	20	9 x 12"	Better classes.
Der Handelsstand	1900	M*—German	25,000	8	9 x 12"	Members of the Union.
Hanseatische Gastwirte Zeitung	1880	W*—German	3,500	4	.....	Hotels, coffee houses, restaurants.
Kaunsport	....	W—German	30,000	32	23 x 31 cm.	Owners of small boats.
Marktbericht Hansablum	1908	ED*—German	....	20	270 x 190 mm.	Dealers in all kinds of produce.
Die Norag	1924	W*—German	100,000	16-20	400 x 280 mm.	Radio fans.
Wirtschaftsdienst	1916	W*—German	7,800	40-44	190 x 250 mm.	Industrial, commercial, financial, shipping.
Trade Publication						
Kateka Kaffee, Tee- und Kakao-Zeitung	1912	W*—German	4,000	28	180 x 270 mm.	Owners of grocery shops, specializing in the coffee, tea and cocoa retail and wholesale trade.
Newspapers		**HAMELIN**				
Deister-& Weserzeitung	1848	ED—German	12,000	12	32 x 47 cm.	Well-to-do.
Trade Publication		**HANNOVER-LINDEN**				
Zeitschrift fur Biochemie	1901	M—German	250,000	24	16.4 x 22.5 cm.	Everybody.
Newspapers		**HANNOVER**				
Hannoversche Landeszeitung	1866	ED—German	33,000	12-16	420 x280 mm.	Middle classes and citizens.
Hannoversche Volkszeitung	1880	MD—German	55,000			Middle classes.
Hannoverscher Anzeiger	1892	ED—German	111,000	20	47 x 33 cm.	Well-to-do.
Hannoverscher Kurier	1849	MD—German	55,000	20	435 x 288 mm.	Wealthy citizens.
Hannoversches Tageblatt	1851	MD—German	72,000	24	330 x 470 mm.	Well-to-do.
Niederdeutsche Zeitung	1922	ED—German	15,000	10-16	32 x 47 cm.	Well-to-do citizens.
Niedersachsisches Wochenblatt	1904	W—German	18,600	6	424 x 260 mm.	Industry.
Volkswille	1889	ED—German	32,600	12-16	280 x 425 mm.	Workmen.
Trade Publications						
Aerztliche Mitteilungen ans und fur Niedersachsen	1919	SM—German	2,500	10-12	310 x 230 mm.	Physicians.
Bauamt und Gemeindebau	....	BW—German	....	40	300 x 245 mm.	Official building circles.
Bienenwirtschaftliches Zentralblatt	....	M—German	12,000	32	216 x 167 mm.	Bee rearing Ass'ns., farmers, teachers, etc.
Deutsche Bauhutte	1897	BW—German	....	35	300 x 245 mm.	Professionals.
Das Deutsche Handwerksblatt	1906	SM—German	....	16		Trading chambers & travelling trading people.
Deutsche Landw. Tierzucht	1896	W—German	5,000	28-32	340 x 240 mm.	Farmers, breeders & breeder organizations.
Deutsche Tierarztlicht Wochenschrift	1892	W—German	1,550	24-28	230 x 160 mm.	Veterinary surgeons and farmers.
Echo Continental	1913	M—German	75,000	40	25 x 32 cm.	Auto.

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ADVERTISING MEDIA OF EUROPE

GERMANY—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Farbe und Lack Centralblatt	1895	W—German	....	50	300 x 245 mm.	Professional painters.
Handelsschutz	1903	BW—German	10,000	12-16	200 x 260 mm.	Shop keepers of all lines.
Hannoversche Hausfrau	1902	W—German	14,000	40	245 x 335 mm.	Well-situated citizens.
Hannoversche Kleingartner-Zeitung	1923	M—German	12,000	12	210 x 298 mm.	All classes.
Hannoversche Land-u Forstw. Zeitung	1846	W—German	66,000	24-36	185 x 270 mm.	Agriculture.
Hannoversches Medizinalblatt	1922	SM—German	2,500	36	14 x 22 cm.	All surgeons, dentists and druggists.
Hannoversches Pferd	1922	M—German	3,000	16	18½ x 25 cm.	Horse-breeders, horse amateurs and other interests.
Illustrierte Rundschau	1910	BW—German	Varies	20	260 x 185 mm.	All classes.
Malerwarte	1920	SM—German	2,000	12-14	22 x 29 cm.	Painters.
Milchwirtschaftliches Zentralblatt	1871	M—German	500	20	190 x 270 mm.	Dairymen, hygienic institutes & laboratories.
Mitteilungen fur die Mitglieder des Deutschen Buchdrucker-Vereins Kreis I	1901	M—German	500	8	165 x 250 mm.	Book-printers.
Niedersachsen-Sport	....	SW—German	....	10	470 x 330 mm.	Sporting circles.
Niedersachsische Zeitung fur Obst-Gemuse-und Gartenbau	1891	M—German	2,000	20	165 x 220 mm.	Professional & landscape gardeners.
Norddeutsche Zeitschrift for die gesamte technische Industrie	1906	W—German	6,000	8-24	185 x 270 mm.	Engineers, chemists, electricians & technical industry.
Der Technische Handel	1910	BW—German	....	36	300 x 245 mm.	Trading classes.
Wasser und Wegebau-Zeitschrift	1903	SM—German	32,000	20	262 x 193 mm.	Road builders, contractors, etc.
Der Weltmarkt	1913	M—German	10,000	24	29 x 20 cm.	Leading people in industry and commerce, also foreign importers.
Wirtschaftsblatt Niedersachsen	1921	SM—German	22,000	40-64	270 x 190 mm.	Registered firms and merchants.
Zeitschrift "Der Apparatebau"	1889	BW—German	1,500	20-24	270 x 182 mm.	Chemical, sugar and other industrial works.
Zeitschrift des Vereins Deutscher Kupferschmiedereion	1889	BW—German	1,500	20-24	270 x 185 mm.	Mastersmiths, installation and heater installation.
Zeitschrift fur Schafzucht	1912	SM—German	1,000	20	195 x 135 mm.	Farmer sheep-breeders, etc.
Zeitschrift fur Ziegenzucht	1899	M—German	1,000	20	230 x 160 mm.	Goat breeders, farmers.
Newspapers						
BAD HARZBURG						
Harzburger Zeitung	1879	ED—German	2,400	8	.....	All classes.
HARBURG						
Harburger Anzeigen und Nachrichten (Kreisblatt)	1844	BD—German	14,300	10	282 x 415 mm.	All classes in city and country.
Harburger Tageblatt	....	MD—German	5,300		420 x 280 mm.	Middle classes.
Lokal Anzeiger	1885	MD—German	9,000		460 x 285 mm.	Middle classes.
Volksblatt fur Harburg	1893	ED—German	10,000	12	410 x 280 mm.	Workmen, employees, officials and business.
HASSELFELDE						
Harz Zeitung	1878	Tri-W—German	....		436 x 280 mm.	All classes.
HECHINGEN						
Der Zoller	1872	ED-exS*—German	3,300	4	11 x 17½"	Chiefly farmers.
HEIDELBERG						
Heidelberger Tageblatt	1882	ED-exS*—German	25,000	14-16	11¾ x 17"	Middle class and educated class.
Trade Publications						
Allgemeine Obst- und Gemuese-Zeitung	1909	W*—German	7,000	8	11¾ x 17"	Wholesale dealers in fruits, vegetables, etc.
Die Holzbearbeitungs-Machine	1924	SM*—German	16,000	45-50	7¾ x 10½"	Woodworking Industry.
Mellands Textilberichte	1920	M*—German French, English & Spanish	6,000	190	7 x 9¾"	Textile manufacturers, dyeworks, dressers.
Newspapers						
HEIDENHEIM						
Der Grenzbote	1846	ED-exS*—German	8,450	8	12¼ x 18½"	Middle class, farmers and working class.
HEILBRONN						
Neckar Zeitung	1744	ED-exS*—German	18,000	8-10	12¼ x 17¾"	Middle class and farmers.
HELMSTEDT						
Helmstedter Kreisblatt	1809	MD—German	4,000	10	280 x 420 mm.	All classes.
Helmstedter Tageblatt	1890	MD—German	2,500	6-8	425 x 285 mm.	Laborers, officials, business men.
HEMELINGEN						
Hemelinger Anzeiger	....	MD—German	1,400		425 x 285 mm.	All classes.
HERZBERG						
Kreis-Zeitung	1848	TriW—German	2,000	8	430 x 285 mm.	Citizens, workmen, farmers and better situated people.
Trade Publications						
HILDBURGHAUSEN						
Der Chorleiter	1919	M*—German	1,300	28	140 x 200 mm.	
Zeitschrift fur Evangelischt Kirchenmusik	1922	M*—German	1,500	28	140 x 200 mm.	
Newspapers						
HILDESHEIM						
Hildesheimer Abendblatt	....	MD—German	....	..	.....	All classes.
Hildesheimer Allg. Zeitung	1705	ED—German	14,000	10-20	420 x 295 mm.	All classes in city and country.
Hildesheimer Volksblatt	....	MD—German	14,500			All classes.
Hildesheimsche Zeitung	1782	MD—German	11,300	10	430 x 283 mm.	All professions.

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ADVERTISING MEDIA OF EUROPE

GERMANY—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
HIRSCHBERG						
Der Bote aus dem Riesengebirge	1812	MD*—German	23,000 A	24	12 x 9"	All classes in the mountainous district of Lower Silesia.
HOHENSTEIN-ERNSTTHAL						
Hohenstein-Ernestthaler Anzeiger ..	1850	ED—German ...	6,000	16	28 x 43 cm.	All classes, family paper.
HOLZMINDEN						
Oberweser Volkszeitung	1919	ED—German ...	4,000	8	420 x 283 mm.	Officials, employees and laborers.
Stadt Oldendorger Tageblatt & Taeglisher Anzeiger...		MD—German ...	5,500		420 x 280 mm.	All classes.
HORST E.						
Horster Volkszeitung	1923	D-exS*—German	2,400	12	335 x 480 mm.	All classes.
HOYA						
Hoyaer Wochenblatt		MD—German ...	6,500		425 x 275 mm.	All classes.
INSTERBURG						
Ostdeutsches Volkszeitung	1860	MD-exMon*—German	11,000	10	48 x 33.2 cm.	All classes, especially the middle classes.
JEVEE						
Jeversches Wochenblatt	1791	ED—German ...	4,800	8	470 x 318 mm.	Merchants and agricultural population.
JORK						
Altlaender Zeitung..		W—German ...	1,100		425 x 276 mm.	Farming population.
KARLSRUHE						
Badische Presse....	1884	Twice-D—German ..... ex-Sun. & Mon. Once D*	45,000	22	11¾ x 17¼"	All classes.
Karlsruher Tagblatt	1803	D*—German ...	28,000	18	12 x 16"	Mfrs., trade and commerce, middle class.
KETTWIG						
Kettwiger Zeitung..	1874	D—German	2,500	6	445 x 280 mm.	All classes.
KIEL						
Kieler Neueste Nachrichten	1894	ED*—German ..	70,000	20-40	425 x 300 mm.	All classes.
Kieler Zeitung and Handelsblatt	1864	MD*—German ..	12,000	16-24	310 x 455 mm.	Middle and upper classes.
KLINGENTHAL						
Klingenthaler Zeitung und Tageblatt	1871	ED*—German ...	3,000	8	37.5 x 43 cm.	All classes.
KOENIGSLUTTER						
Amtsblatt Fuer Koenigslutter & Umgegend		MD—German ...	1,000	..	440 x 280 mm.	All classes.
KONIGSBERG						
Georgine	1923	SW*—German ..	52,300	12-16	47 x 34 cm.	Farmers and peasants. Widely read by women.
Konigsberger Allgemeine Zeitung	1875	MD & ED*—German (E) 45,000 A Sunday-MD Monday-ED		12	47 x 33.5 cm.	All classes, family paper.
Konigsberger Hartungsche Zeitung	1640	MD & ED*—German (E) 6,000 A Sunday-MD Monday ED		8-10	47.5 x 33.7 cm.	Mainly business men.
Konigsberger Tageblatt	1897	MD-exMon*—German (E) 20,000 A		8-12	47.5 x 33.7 cm.	Town people and rural middle classes.
Konigsberger Volkszeitung	1892	ED-exS*—German (E) 15,000 A		8-12	47 x 32 cm.	Working classes and shop employes.
Ostpreussische Zeitung	1849	ED-exS*—German (E) 10,000 A		12	42 x 30 cm.	Farmers and land owners, higher officials, nobility and officers.
KONSTANZ a.B.						
Deutsche Bodensee-Zeitung	1873	D-exS*—German	16,000	12-16	11 x 16½"	Middle class.
LAHR						
Lahrer Zeitung.....	1794	D-exS*—German	5,000	8-16	12 x 16½"	All classes.
LANDSHUT						
Landshuter Zeitung.	1848	MD*—German (E)	8,000 A	8-16	470 x 320 mm.	General paper.
LANGENSALZA						
Trade Publications						
Philatelishisches Weltadressbuch ..	1924	M—German	10,000	32-48	120 x 200 mm.	
Zeitschrift fur Berufs & Fachschulwesen	1881	SM—German ...	11,000	..	215 x 145 mm.	
BAD LAUTERBERG						
Newspapers						
Lauterberger Wochen & Anzeigenblatt		Tri-W—German .	....	..	400 x 270 mm.	All classes.
LEER						
Allgemeiner Anzeiger fur Ostfriesland	1892	D—German	4,250	6	.....	Farmers and mariners.
Leerer Anzeigenblatt	1848	ED—German ...	6,650	8	48 x 33 cm.	All classes.
LEHRTE						
Lehrter Stadtanzeiger		MD—German ...	5,000			All classes.
LEIPZIG						
Abendpost		D—German	....	..	440 x 290 mm.	
Leipziger Neueste Nachrichten	1892	D*—German ...	170,000	100	440 x 290 mm.	
Leipziger Volkszeitung		D—German	40,000		425 x 288 mm.	
Neue Leipziger Zeitung		D—German	100,000	16	420 x 300 mm.	
Sachsische Arbeiterzeitung		D—German	30,000	..	425 x 290 mm.	
Magazines						
Daheim	1863	W*—German ...	70,000	46	35 x 45 cm.	
Deutsche Modenzeitung	1890	W*—German ...	185,000	24	300 x 240 mm.	
Trade Publications						
Das Aktuelle Blatt	1920	M—German	....	4	13 x 20 cm.	
Allgemeine Deutsche Tierschutz Zeitung	1924	W*—German ...	2,500	6-8	400 x 264 mm.	
Allgemeiner Samen- und Pflanzenanzeiger	1879	W—German ...	27,000	32	.....	
Allgemeiner Wahlzettel fur den deutschen Buch- und Musikalienhandel	1846	W (Once or twice)	3,000	4	300 x 210 mm.	
Annalen der Physik	1799	SM*—German ...	1,500	112	185 x 110 mm.	
Die Arbeitsschule ..	1886	M—German	4,800	48	20 x 30 cm.	
Archiv fur Buchgewerbe und Gebrauchsgraphik	1864	Semi-Qt.*—German	3,100	32	250 x 150 mm.	
Arztliche Mitteilungen	1899	W—German ...	41,000	32	220 x 320 mm.	
Auto Anzeiger.....	1925	W*—German	....	20-24	270 x 195 mm.	
Der Bahnhofsbuchandel	1905	SM*—German ...	....	24	23 x 31 cm.	
Baumatorialienmarkt	1902	German	....	64-72	210 x 270 mm.	
Betriebstochnik	1868	SM—German ...	8,000	32	.....	
Blatter fur Bucherfreunde	1900	Qt.—German ...	50,000	32	14 x 20 cm.	
Bersenblatt fur den deutschen Buchandel	1834	D-exS*—German	7,300	70	23 x 32 cm.	
Chemische Apparatur	1913	SM—German	....	30	30 x 40 cm.	Chemical machinery.
Der Cicerone Halbmenatsschrift fur Kunstler, Kunstfreunde und Sammler	1909	SM—German ...	2,400	32	15 x 22 cm.	
Deutsche Baugewerbe Zeitung	1903	SW*—German ...	9,000	30-36	300 x 220 mm.	
Deutsche Drechsler-Zeitung vereiniget mit Zentralblatt fur die gesamte Holzindustrie	1890	W—German	....	45	270 x 200 mm.	
Deutsches Fischerei Blatt	1897	SM—German ...	....	16	260 x 184 mm.	
Deutsche Goldschmiede Zeitung	1904	Qt. German, French, Spanish and English	....	32-40	266 x 198 mm.	
Deutsche Graveur & Stempel Zeitung.	1875	SM—German ...	....	20-32	266 x 194 mm.	
Deutsche Illustrierte Bienenzeitung ...	1881	M—German	11,000	36-40	15 x 22 cm.	
Deutsche Sangerbundes zeitung...	1908	W*German	12,000	32	290 x 220 mm.	
Der Deutsche Seidenbauer	....	M—German	3,000	8	233 x 134 mm.	
Deutscher Muller....	1880	W*—German ...	15,000	28	34½ x 24½ cm.	
Deutsches Schneiderfachblatt	1882	BW*—German ..	14,000	40	23.5 x 31 cm.	
Deutsches Steindruckgewerbe	1907	SM*—German ..	1,500		23 x 31 cm.	
Diamant Glas-Industrie-Zeitung	1878	Tri-M—German ..	...	10	270 x 195 mm.	
Die gesamte Band-Spitzen-u. Weberei-Industrie	1909	SM*—German ..	4,800	50	22 x 30 cm.	
Export Anzeiger fur Metall-Maschinen und die gesamte Grossindustrie	1896	W*—German ...	....	16	265 x 200 mm.	
Export Anzeiger fur Optik, Photographie und die gesamte Glas und Chemische Industrie...	1900	D*—German ...	....	12	265 x 200 mm.	
Exportausgabe der Goldschmiedekunst	1921	10 ts. yr.*, 6ts. in English, French & Spanish, 4ts. in German	3,000	40	264 x 204 mm.	

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ADVERTISING MEDIA OF EUROPE

GERMANY—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Feuerfest-Zeitschrift Fur Gowinnung, Bearbeitung, Prufung und Verwendung feuerfester Stoffe	1925	M—German	2,000	12	205 x 275 mm.	
Feuerungstechnik	1912	SM*—German	2,000	20	205 x 275 mm.	
Die Goldschmiedekunst	1879	SM*—German	3,000	60	264 x 204 mm.	
Der Handschuhfabrikant	1904	W*—German	1,500	16	26 x 18½ cm.	
Helios	1894	W*German, English & French	.....	56	270 x 200 mm.	Electrical Export trade.
Herolith	1925	M*—German	7,500	12	270 x 206 mm.	
Der Holzkaufer	1906	SW—German	12,000	8	470 x 325 mm.	
Das Humanistische Gymnasium		4-6 ts. a year—German	5,000	90	122 x 200 mm.	
Illustrierte Flug Woche	1889	SM*—German	3,000	24	28 x 23½ cm.	
Illustrierte Zeitschrift fur gesamte Metallwaren-, Boschlage Schmuckwaren-u. Knopf-Industrie	1919	M*—German	4,800	20	22 x 30 cm.	
Illustrierte Zeitung fur Blechindustrie und Installation	1872	W—German	9,300	48	325 x 208 mm.	
Der Industriebau	1910	M—German	....	20	30 x 20 cm.	
Internationale Revue der gesamten Hydrobiologie und Hydrographie	1908	2-3 ts. yr.—German and Italian	....	400	11½ x 18 cm.	
Internationale Hotel Revue mit Restaurant und Kuche	1878	W*—German	17,000	6	429 x 282 mm.	
Internationaler Pelzhandel	1925	M—German	.....	66	25 x 34 cm.	
Internationales Zentralblatt fur Ohrenheilkunde und Rhino-Laryngologie	1903	SM*—German	1,200	74	195 x 110 mm.	
Journal fur praktische Chemie	1834	M*—German	1,000	112	185 x 110 mm.	
Klepzigs Anzeiger fur die Metall u. Maschinen Industrie	1892	W*—German	....	36	265 x 200 mm.	
Kolonialwaren-Zeitung	1882	SW*—German	8,100	16	390 x 270 mm.	
Kurschnerzeitung	1883	Tri-M—German	....	20	300 x 205 mm.	
Leipziger Illustrierte Schuhmacher-Zeitung	....	W*—German	8,400	16	270 x 200 mm.	
Das Leben	1923	M*—German	....	120	20 x 13 cm.	
Leipzig Eine Monatsschrift	1924	M*—German	15,000	32	185 x 230 mm.	
Leipziger Bienenzeitung	1886	M*—German	25,000	36	.....	
Leipziger Kolonialwaren-Zeitung	1882	SW*—German	8,700	14-16	300 x 270 mm.	
Leipziger Konzert Theatre und Verkehrsblatt	1924	W—From Oct. to March—German BW—From Apr. to Sept.	4,000	20	135 x 200 mm.	
Leipziger Monatschrift fur die Textil-Industrie	1885	M*—German	3,800	72	20 x 27 cm.	
Leipziger Wochenschrift fur die Textil-Industrie	1885	W*—German	4,000	24	20 x 27 cm.	
Maler-Zeitung	1879	W*—German	15,800	28	300 x 220 mm.	
Maschinenmarkt fur die Landwirtschaft	1913	M*—German	6,800	48	270 x 190 mm.	
Die Metallwaren-Industrie und Glavano Lechmk	1902	SM—German	....	32	270 x 200 mm.	
Mitteilungen der Turn-u. Sportgemeinde	1848	SM—German	2,500	8	280 x 200 mm.	
Die Mirag	1923	W*—German	60,000	20-24	310 x 420 mm.	
Mitteldeutsche Sport-Zeitung	1914	W*—German	5,000	36	23½ x 26½ cm.	
Motorrad-Sport	1923	W*—German	....	28-32	270 x 195 mm.	
Die Muhle	1863	W*—German	12,500	45	34 x 24½ cm.	
Der Musikalienhandel	1898	W*—German	2,300		.....	
Mitteilungen des Haus- & Grundbesitzer-Vereins Leipzig-Lindenau	1910	M—German	1,050	12	245 x 150 cm.	
Neue Deutsche Bergbau-Zeitung	1920	W*—German	5,000	8-12	420 x 285 mm.	
Nimm und lies	1924	M*—German	78,000	24	19.5 x 27.5 cm.	
Die Pelztierzucht	1925	M*—German	10,000	36	6.8 x 9.1 cm.	
Der Postscheck, Post u. Bahnverkehr	1922	BW*—German	7,000	8	280 x 200 mm.	
Der Qualitats Markt-Angebot und Nachfragel	1918	M—German	6,000	40	20 x 27 cm.	
Der Qualitatmarkt	1919	W*—German	5,000	32	31 x 23 cm.	
Radio Export	1924	M—German	....	16	270 x 200 mm.	
Der Schwimmer Alleiniges Amsblatt des Deutschen Schwimm-Verbandes und Amsblatt der Deutschen Lebens-Rettungs-Gesellschaft	1911	W*—German	15,000	10	440 x 200 mm.	
Der Spinner und Weber	1883	W*—German	7,000	48	280 x 210 mm.	
Der Sport-Sonntag	1920	SW*—German	28,000	10	440 x 290 mm.	
Der Steinarbeiter	1897	W—German	62,000	6	47 x 31½ cm.	
Tonwaren-, Majolika-, Topfer-Zeitung	1876	M—German	....	9	280 x 200 mm.	
Typographische Jahrbucher	1878	M*—German	4,000	190	.....	
Ubersee-Post	1919	M*—German	60,000	60	190 x 300 mm.	
Dir Uhrmacher Woche	1893	W—German	....	40-60	266 x 194 mm.	
Velhagen & Klasings Export Anzeiger	1911	M*—German	20,000	20	225 x 140 mm.	
Velhagen & Klasings Monatshefte	1885	M*—German	140,000	105	32 x 22 cm.	
Vereinigte Tabak-Zeitungen	1901	W—German	16,000	36	310 x 225 mm.	
Verpackungsmaterialien-Markt	1914	SM*—German, English, French and Spanish	9,000	16	265 x 195 mm.	
W. E. Z. Wirtschafts- und Export-Zeitung	1917	SW*—during Fair, daily German	....	28	300 x 410 mm.	
Welt und Haus	1901	W—German	58,000	28	260 x 190 mm.	
Welfer's Landwirtschaftliche Zeitung	1904	W*—German	....	12	285 x 200 mm.	
Zeitschrift fur angewandte Psychologie	1908	6 ts. a yr—German	1,000	184	200 x 125 mm.	
Zeitschrift fur Bildende Kunst	1867	M*—German	1,000	40	315 x 240 mm.	
Zeitschrift fur Bucherfreunde	1909	BM*—German	2,000	44	15 x 23 cm.	
Zeitschrift fur die gesamte Textil-Industrie	1897	W*—German	9,000	48	260 x 200 mm.	
Zeitschrift fur Instrumentbau	1880	SM*—German	5,000	52-56	265 x 185 mm.	
Zeitschrift fur Laryngologie, Rhinologie, Otologie und ihre Grenzegebiete	1908	6 ts. a year—German	1,200	82	195 x 110 mm.	
Zeitschrift fur Musik Monatsschrift fur eine geistige Erneuerung der deutschen Musik	1834	M*—German	....	60-80	208 x 140 mm.	
Zeitschrift fur Landwirtschafts-Maschinen-Industrie und Handel	1905	SW*—German	....	24-32	270 x 195 mm.	
Zeitschrift fur Technische Physik	1919	M*—German	4,000	74	225 x 155 mm.	
Zeitschrift fur Tuberkulose	1900	M*—German	2,000	78	210 x 125 mm.	
Zeitschrift fur wissenschaftliche Photographie, Photophysik und Photochemie	1903	6 ts. a year—German	1,000	64	220 x 115 mm.	
Zentralblatt fur Backer und Konditoren	1889	W*—German	8,400	20	32.5 x 24.5 cm.	
Zentralblatt fur Bibliothekswesen	1883	M*—German	1,000	60	180 x 110 mm.	
Zentralblatt fur Chirurgie	1874	W*—German	4,500	64	16 x 24 cm.	
Zentralblatt fur das Deutsche Gastwirts-Gewerbe	1892	W*—German	9,600	8	32 x 46 cm.	
Zentralblatt fur Feuerschutz-Feuerloschund Versicherungs- u. Bau- Wesen	1874	SM—German	3,500	16	262 x 185 mm.	
Zentralblatt fur Gynakologie	1877	W*—German	4,500	64	16 x 24 cm.	
Zentralblatt fur innere Medizin	1879	W*—German	2,200	24	195 x 110 mm.	
Zeitschrift fur Schulgesundheitspflege und Soziale Hygiene	1887	M*—German	2,000	48	195 x 110 mm.	
Offset- Buch- und Werbekunst	1924	M*—German	5,000	80-90	310 x 235 mm.	Department store owners, advertising experts.
Newspapers						
LICHTENSTEIN-CALLNBERG						
Lichtenstein Callnberger	1860	ED-German	4,000	16	28 x 43 cm.	All classes.
LIEGNITZ						
Liegnitzer Tageblatt	1836	ED*—German	(E) 85,000 A	15	18 x 13"	Cultured classes.
LILIENTHAL						
Wumme-Zeitung	1879	Tri-W—German	3,050	7	330 x 480 mm.	All rural classes, especially farmers.
LINDAU						
Lindauer Tageblatt	1835	MD*—German	3,000	8	480 x 320 mm.	All classes.
LINGEN/Ems						
Lingener Tageszeitung		MD—German	1,200	..	.....	Middle classes.
Lingensches Wochenblatt	1834	Tri-W—German	1,800	8	435 x 280 mm.	All classes.
Linger Volksbote	....	Tri-W—German	2,900	..	.....	Middle classes.
LOERRACH						
Oberbadisches Volksblatt	1884	D-exS*—German	5,800	8-12	12 x 17¾"	All classes.
LONINGEN						
Volksblatt fur das sudl. Oldenburg	1900	Tri-W—German	1,500	8	42½ x 28 2/10 cm.	Rural.
LUBECK						
Lubecker Anzeiger und Lubecker Zeitung	1751	ED-ex*—German	7,000	10-16	500 x 450 mm.	First class, commercial industrial, shipping, farmers.

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ADVERTISING MEDIA OF EUROPE

GERMANY—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Lubecker General Anzeiger	1881	MD-exMon*—German	46,000	16-40	12½ x 18½"	General, all classes.
LUCHOW						
Zeitung fur das Wendland	1854	Tri-W—German	4,510	6	40 x 40 cm.	Middle classes.
LUDWIGSBURG						
Ludwigsburger Zeitung	1818	ED-exS*—German	8,600	12	11¾ x 16¼"	All classes.
LUNEBURG						
Luneburger Tageblatt	1891	ED—German	5,600	8	420 x 280 mm.	Citizens and rural population.
Luneburgische Anzeigen	1814	ED—German	8,000	12	450 x 320 mm.	All classes.
Volksblatt	....	MD—German	3,000	..	410 x 283 mm.	Laborers.
MAGDEBURG						
Magdeburgische Zeitungs	1485	Twice D*—German	....	20	430 x 270 mm.	Sugar beet and sugar refining.
Der Stahlhelm	1918	W*—German	100,000	16-20	430 x 270 mm.	Former German army officers and soldiers.
Trade Publications						
Centralblatt fur die Zuckerindustrie	1892	W*—German	2,000	30	270 x 200 mm.	
Die Elbe Zeitschrift des Wirtschafts-verbandes fur den Regierungsbezirk Magdeburg E.V.	1922	M*—German	4,000	48	225 x 158 mm.	
Die Futter- und Dungemittel-Industrie.	1912	SM—German	6,000	32	26 x 19 cm.	
Handwerks-Zeitung	1901	SM*—German	11,000	12	270 x 190 mm.	
Der Harz	1880	M—German	25,000	80-100	280 x 200 mm.	
Jahrbuch fur Industrie u. Technik	1918	Yr.—German	5,000	300	225 x 150 mm.	
Magdeburger Lebensmittelzeitung	1924	SM—German	1,000	12	27 x 19 cm.	
Mitteilungen des Vereines Technisch-Wissenschaftlicher Vereine zu Magdeburg	1910	M—German	1,500	12	158 x 232 mm.	
Das Reichsbanner	....	BW*—German	170,000	16-20	430 x 270 mm.	
Sport Telegram	1913	W*—German	10,000	12	430 x 270 mm.	
Wirte Zeitung	1908	W*—German	11,550	8	400 x 285 mm.	
Wirtschaftzeitung der Handelskammern Magdeburg	1917	SM—German	7,500	20	245 x 187 mm.	
Zeitschrift fur die Sachsisch-Thuringische Industrie	1918	M—German	3,500	24-28	225 x 150 mm.	
Zeitschrift fur Industrie u. Technik	1918	M—German	4,800	24-28	225 x 150 mm.	
Newspapers		**MANNHEIM**				
Mannheimer Tageblatt	1867	D*—German	24,000	6	16¼ x 23"	Trade and commerce, middle class.
Neue Badische Landes-Zeitung	1855	Twice D*—Sun. once German	30,000	10	13¾ x 19¾"	People with means.
Trade Publication						
Deutsche Zahnaerztliche Zeitung	1901	M—German	6,000	18	.....	German dentists.
Sueddeutsche Tabak-Zeitung	1890	Tri-W*—German	....	8-10	10½ x 16¾"	Tobacco industry.
MARIENBERG						
Erzgebirgisches Nachrichten & Anzeigenblatt	1824	ED*—German	4,200	6-8	32 x 47 cm.	Industrial, business and family paper.
MARKNEUKIRCHEN						
Obervogtlandischer Anzeiger	1872	ED*—German	5,400	4-8	30.5 x 51 cm.	Business and family paper.
MEERANE						
Meeraner Tageblatt	1863	SD—German	6,000	12	28 x 42 cm.	Business and family.
MEISSEN						
Meissner Tageblatt	1802	ED*—German	15,500	12	28 x 48 cm.	Industrial, commercial and agricultural.
MELLE						
Meller Kreisblatt	....	MD—German	4,000	..	427 x 280 mm.	Rural people.
MEPPEN						
Hummlinger Volksblatt	1903	Tri-W—German	3,600	4-8	42 x 28 cm.	Citizens and farmers.
MEPPEN a. d. EMS						
Ems und Haselbaetter	....	W—German	2,800	..	430 x 275 mm.	All classes.
Katholischer Volksbote	....	Tri-W—German	3,400	..	430 x 275 mm.	All classes.
MEPPEN/HANOVER						
Haremer Emszeitung	.....	Tri-W—German	2,100	..	430 x 275 mm.	All classes.
Trade Publication		**MEUSELWITZ**				
Thuringer Geflugelzuchter	1924	3M*—German	4,200	24	235 x 160 mm.	
Newspapers		**MUENDEN**				
Muendener Nachrichten	....	D—German	3,000	..	420 x 280 mm.	All classes.
Muendener Tageblatt	....	D—German	....	..	440 x 279 mm.	All classes.
Trade Publication		**MUHLHAUSEN**				
Mitteldeutsches Handwerk	1920	3M*—German	25,000	8	300 x 450 mm.	
Newspapers		**MUNICH**				
Bayerische Zeitung	1892	MD*—German (E)	50,000 A	6-12	460 x 324 mm.	Better middle classes.
Bayerischer Kurier	1856	MD*—German	35,000	10-24	470 x 300 mm.	Catholic daily. Political, semi-official.
Munchen-Augsburger Abendzeitung	1609	ED*—German (E)	48,000 A	20-30	420 x 293 mm.	Better middle classes.
Munchner Illustrierte Presse	1924	W*—German	300,000	24	310 x 220 mm.	All classes.
Munchner Neueste Nachrichten	1848	MD*—German	140,000	24-30 Summer 40-48 Winter	465 x 350 mm.	General paper.
Munchner Post	1886	MD*—German (E)	35,000 A	8-30	405 x 290 mm.	Workmen, employees and politicians.
Munchner Zeitung	1892	MD*—German	90,000	16-32	460 x 324 mm.	Better middle classes business & tradesmen.
Neue Freie Volkszeitung	1872	MD*—German	42,000	14-16	420 x 270 mm.	General paper; majority peasants.
Neues Munchner Tageblatt	1876	MD*—German	45,000	8-16	470 x 360 mm.	Principally Catholic classes, employees, workers and peasants.
Telegram Zeitung	1922	MD*—German	12,000	4	465 x 350 mm.	Commerce, industry and sporting circles.
Trade Publication.						
Sueddeutscher Rundfunk	1924	W—German	73,000 ED	A 36 C 56 D 12	25 x 18 cm. 25 x 18 cm. 32 x 23 cm.	Radio-receivers in Southern Germany.
Deutsche Dentistische Wochenschrift	1896	W—German	10,700	20	270 x 180 mm.	German dentists.
Sueddeutscher Nahrungsmittel-Anzeiger	1898	W—German	3,700	4	255 x 380 mm.	Grocery retailers.
Newspapers		**MUNSTER**				
Muensterischer Anzeiger	1852	MD & ED*—German (Sat. & Sun. only 1 edition)	33,100	8	510 x 370 mm.	Catholic middle & better classes.
Munsterache Zeitung	1871	ED*—German	18,500	14	450 x 280 mm.	All classes.
Westfaelische Landeszeitung	1919	ED*—German	10,300	12	460 x 310 mm.	Better classes, industrial & commercial circles.
Trade Publication						
Der Westfalische Landwirt	1906	SM—German	31,000	8	235 x 225 mm.	Farmers.
Newspapers		**NEUGERSDORF**				
Oberlausitzer Dorfzeitung and Tageblatt	1856	ED*—German	11,000	12	28 x 42 cm.	Commercial & family paper.
		NEUHALDENSLABEN				
Der Bote Worsfelde.	1878	Tri-W—German	1,500	6-8	269 x 424 mm.	All classes.
		NEUMUNSTER in/HOLST				
Holsteinischer Courier	1871	ED*—German	10,200	8-12	420 x 276 mm.	Middle classes.
		NEUSTRELITZ				
Landeszeitung fur beide Mecklenburg.	1886	ED*—German	10,800	10-16	435 x 280 mm.	All classes.
		NEUSTADT a/RBGE				
Leinezeitung, amtl Kreisblatt	1880	Tri-W—German	2,400	4	50 x 36½ cm.	Officials, trading people, farmers & laborers.
		NIENBURG a. d. WESER				
Die Harke	....	D—German	5,000		450 x 280 mm.	Rural population.
		NORDEN				
Ostfriesischer Kurier	....	D—German	5,700		420 x 275 mm.	All classes.
		NORDENOSTFRIESLAND				
Landwirtschaftliches Vereinsblatt fur Ostfriesland	1857	W—German	9,200	12	310 x 205 mm.	Farmers.
		NORDENHAM				
Butjadinger Zeitung.	1876	ED—German	6,500	8	37 x 53 cm.	Especially farmers.
		NORDHORN				
Nordhorner Nachrichten	1874	ED—German	3,800	4	285 x 435 mm.	All classes, citizens, farmers, workmen.
Nordhorner Tageblatt	....	ED—German	3,550	6	480 x 320 mm.	All classes.
		NORTHEIM				
Goettingen-Grubenhagenische Zeitung	1831	D—German	....		420 x 280 mm.	All classes.
Northeimer Neueste Nachrichten	1911	ED—German	2,500	8	430 x 285 mm.	All classes with buying power.

ADVERTISING MEDIA OF EUROPE

GERMANY—Continued

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
NUREMBERG						
Frankischer Kurier..	1833	MD*—German (E)	60,000 A	16-32	460 x 320 mm.	Better middle classes.
Nurnberger Zeitung..	1804	MD*—German (E)	65,000 A	16-30	425 x 280 mm.	General newspaper.
Nurnberg-Further Morgenpresse	1880	MD*—German (E)	10,000 A	16		Republicans.
OELSNITZ i. VOGTLAND						
Vogtlandische Zeitung & Tagblatt...	1833	ED*—German ..	5,000	8	28 x 43.5 cm.	Semi-official; commercial and family paper.
OFFENBURG						
Offenburger Zeitung.	1890	D-exSun*—German	7,000	8	11 x 17"	All classes.
BAD OEYNHAUSEN						
Bad Oeynhausener Anzeiger und Tageblatt	1878	D*—German	6,300	11	425 x 295 mm.	All classes.
OLBERNHAU						
Erzgebirgischer General-Anzeiger	1851	ED*—German ...	5,000	6-8	28 x 43 cm.	Industrial, business and family paper.
OLDENBURG						
Nachrichten fur Stadt und Land	1866	MD—German ...	25,000	14	410 x 286 mm.	All circles.
Oldenburgische Landeszeitung G.m.b.H.	1919	MD—German ...	10,800	10-12	434 x 282 mm.	Merchants, officials and farmers.
Oldenburgisches Wochenblatt	1919	W—German	3,000	8	270 x 410 mm.	All national circles.
Trade Publications						
Oldenburgisches Landwirtschaftsblatt	1853	W—German	9,000	20	310 x 230 mm.	Farmers.
Oldenburgisches Schulblatt		W—German	1,400	8	250 x 185 mm.	Teachers.
OSNABRUCK						
Newspapers						
Freie Presse	1912	MD—German ...	6,800	8	315 x 470 mm.	Laborers, employees, officials.
Osnabrucke Tageblatt	1884	MD—German ...	20,500		450 x 300 mm.	All classes.
Osnabrucker Volkszeitung	1868	D—German	21,500	12	297 x 442 mm.	All classes.
Osnabrucker Zeitung	1766	MD—German ...	12,750	8-10	445 x 305 mm.	Well situated and educated classes.
OSTERHOLZ-SCHARMBECK						
Osterholz—Scharmbecker Zeitung		D—German	2,700		433 x 285 mm.	All classes.
OSTERODE						
Osteroder Kreisanzeiger	1820	MD—German ...	....			All classes.
Osteroder Kreiszeitung	1880	ED—German ...	3,500	6-12	285 x 430 mm.	Laborers, officials, farmers & employees.
PAPENBURG						
Ems Zeitung Kreisblatt	1850	ED—German ...	4,600	4-6	415 x 280 mm.	All classes.
		W—German	....		420 x 280 mm.	All classes.
Papenburger Zeitung.	1869	MD—German ...	2,000	10	480 x 324 mm.	Upper classes.
PASSAU						
Donau-Zeitung	1790	MD*—German (E)	9,500 A	6-16	450 x 325 mm.	All classes.
PEINE						
Peiner Tagepost....	1888	ED—German ...	5,300	6-8	269 x 424 mm.	Business men, farmers, officials & laborers.
Peiner Zeitung.....	1848	ED—German ...	4,000	6	445 x 285 mm.	Middle classes and farmers.
PFORZHEIM						
Pforzheimer Anzeiger	1872	D-exSun*—German	32,000	18-20	11⅛ x 18½"	All classes.
PIRNA						
Pirnaer Anzeiger...	1809	ED*—German (E)	15,000 A	12-16	28 x 45 cm.	Commercial, industrial and social.
PLAUE						
Der Lebensmittelhandler	1918	W*—German ...	19,850	12	290 x 215 mm.	Wholesale and retail grocers.
PLAUEN i. VOGTLAND						
Landwirtschaftlicher Anzeiger fur Sachen & Thuringen	1899	W—German	31,000	4-6	34.8 x 24 cm.	Agricultural.
Neue Vogtlandische Zeitung	1898	ED*—German ..	40,000	18-22	24.5 x 48 cm.	Commercial and family paper.
Vogtlandischer Anzeiger & Tageblatt	1789	ED—German ...	30,500	24	24.5 x 48 cm.	Industrial, commercial, agricultural & social.
POSSNECK						
Trade Publications						
Der Auto-Markt	1911	Tri-W—German .	28,000	40	270 x 200 mm.	
Deutsche Familienpost	1926	W*—German	12,000	28	270 x 200 mm.	
Der Electromarkt		Tri-W—German .	16,000	36	200 x 270 mm.	
Der Export Grossist.	1921	6 ts. per month—German.....	25,000	40	270 x 200 mm.	
Export Journal fur die graphische sowie papier und pappeverarbeitende industrie	1922	M—German	3,000	20	270 x 200 mm.	Paper and associated industries.
Export Markt, technische Ausgabe ..	1921	W—German	....	48	270 x 200 mm.	Advertises German products especially intended for export.
Das Handler Journal.	1924	W—German	10,000	16-24	270 x 200 mm.	
Das Holz	1895	Tri-W*—German	8,500	10	425 x 285 mm.	Lumber dealers, saw mills and wood working factories.
Journal fur Buchbinderei	1878	W*—German ...	6,000	23	270 x 200 mm.	
Der Landmaschinen-Markt	1919	W*—German ...	8,000	32	270 x 200 mm.	
Das Last Auto.....	1924	W*—German ...	5,000	28	270 x 200 mm.	
Der Maschinenmarkt.	1895	Tri-W*—German	40,000	48	200 x 270 mm.	
Motor und Sport		W*—German ...	20,000	52	27 x 20 cm.	
Papier-Welt	1924	W*—German ...	12,000	24-100	200 x 270 mm.	Dealers in paper, paper products & office furnishing industries.
Possnecker Offertenblatt Der Grossist	1917	W*—German ...	7,500	32	275 x 186 mm.	Devoted to German kitchen, hardware, leather, toys, music instruments, writing materials & novelties.
Der Textil Markt...	1920	W*—German ...	6,000	28	200 x 270 mm.	
Thuringer Handelskammer Dienst ..	1925	W—German	13,600	16		
Wegweiser fur die Spielwaren-Industrie	1885	W—German & English	8,000	40-48	200 x 270 mm.	Devoted to the expansion of German toy exports.
QUACKENBRUCK						
Newspapers						
Bersenbrucker Kreisblatt	1854	ED—German ...	3,300	8	47 x 63 cm.	All classes.
Bersebruecker Tageszeitung		MD—German ...	2,500		430 x 280 mm.	All classes.
RADEBERG						
Radeberger Zeitung & Tageblatt	1844	ED—German ...	6,000	12	28 x 43 cm.	All classes.
RASTATT						
Rastatter Tageblatt	1803	ED-exS*—German	48,000	8	11¼ x 16"	All classes.
RASTEDE						
Der Landbote	1909	Tri-W—German	2,400	6	425 x 282 mm.	Rural
RAVENSBURG						
Oberschwaebische Volks-Zeitung	1912	D-exS—German .	5,000	10	11 x 16½"	Middle class and trade and commerce, officials
REGENSBURG						
Regensburger Echo.	1908	W*—German (E)	10,000 A	12-20	413 x 279 mm.	General paper.
REICHENBACH						
Reichenbacher Tageblatt & Anzeiger	1838	HD*—German N.	8,000	14	27.5 x 42.5 cm.	Business and family paper.
REUTLINGEN						
Reutlinger General-Anzeiger	1887	D-exS*—German	13,500	72	12⅛ x 18¼"	All classes.
ROSTOCK i/M						
Mecklenburgische Volks-Zeitung	1891	ED-exMon—German	11,500	8-12	283 x 430 mm.	Middle class organised workmen.
Rostocker Anzeiger..	1879	ED*—German ..	60,000	14-32	463 x 318 mm.	Country people and better class.
ROTHENBURG						
Rothenburger Anzeiger		MD—German ...	3,200		430 x 280 mm.	All classes.
ROTTWEIL						
Schwarzwaelder Volksfreund	1878	D-exS*—German	4,600	4-6	12 x 18"	Trade, commerce, working class, farmers.
RUSTRINGEN i/O						
Republik	1887	D—German	9,400	10	415 x 280 mm.	All classes.
ST. ANDREASBERG						
Anzeiger fuer St. Andreasberg & Umgegend	1880	Tri-W—German	1,200	5	425 x 231 mm.	
SANGERHAUSEN						
Trade Publications						
Der Schlossemeister	1918	W*—German ...	7,000	24	260 x 190 mm.	
Zentralblatt fur die gesamte Eisenmund Metallbearbeitung	1918	W*—German ...	7,000	24	260 x 190 mm.	

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ADVERTISING MEDIA OF EUROPE

GERMANY—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
SCHOENINGEN						
Newspapers						
Schoeninger Anzeiger	1864	ED—German	2,500	8	430 x 280 mm.	Middle classes, laborers, officials.
Schoeninger Zeitung.	1882	ED—German	3,200	8	280 x 435 mm.	All classes.
SCHOEPPENSTEDT						
Elm Zeitung		Tri-W—German	1,225		435 x 282 mm.	All classes.
SCHWAEBISCH GMUEND						
Rems-Zeitung	1866	D-exS*—German	8,500	10	11¾ x 16½"	All classes.
SCHWENNINGEN am NECKAR						
Die Neckarquelle ...	1880	D-exS*—German		6	11¾ x 17¼"	All classes.
SCHWETZINGEN						
Schwetzinger Zeitung	1880	D-exS*—German	7,000	6	28 x 16¼"	All classes.
SEESEN						
Seesener Tageszeitung Beobachter	1875	ED—German ...	2,800	6-8	480 x 325 mm.	Industry, agriculture trade.
SIGMARINGEN						
Hohenzollerische Volkszeitung	1868	D-exS*—German	3,500	10	11 x 16½"	Farmers and trade and commerce
SOHLAND						
Schlander Nachrichten	1875	SW—German..(E)	5,000 A	15	28 x 43 cm.	All classes, Chiefly farmers and families
SOLTAU						
Boehme-Zeitung	1864	ED—German		6	424 x 269 mm.	Rural population
Soltauer Nachrichten	1907	MD—German ...	2,700	8	47 x 32 cm.	All classes.
SONNEBERG						
Trade Publication						
Puppe und Spielzeug	1921	M & SM—German		20	320 x 280 mm.	German toy publication.
STADE						
Newspapers						
Stader Tageblatt		MD—German ...	7,200		470 x 317 mm.	All classes.
Volksblatt fuer die Unterelbe	1919	MD—German ...	2,000		410 x 285 mm.	Working classes.
STUTTGART						
Schwaebischer Merkur	1785	Twice D—German exS & Holidays* I W. edition .	18,000		11½ x 16"	Middle class, trade and commerce, professionals.
Stuttgarter Neues Tagblatt	1848	Twice D-ex S*—German	65,000	20	12½ x 19"	All business people and middle class.
Suddeutsche Zeitung	1913	Twice D-exS*—German	48,000	16	11 x 16½"	Industry, finance, trade, commerce, middle class.
Trade Publications						
Allgemeine Deutsche Baecker-und Konditor-Zeitung	1881	W*—German ...	14,400	24	10½ x 16¼"	Bakers, confectioners
Allgemeiner Anzeiger fur Buchbinderien	1886	W*—German ...	11,000	20	8¼ x 11"	Trade, commerce and industry.
Die Bauzeitung....	1890	W*—German ...	6,400	32-36	7½ x 10½"	Builders, architects, dealers in bldg. material and bldg., machinery.
Chemische Umschau.	1903	SM—German ...	1,500	24	6¾ x 9"	Combined industry mfg. oils and fats.
Elektro und Funk-Nachrichten	1904	W*—German ...	12,000	26-28	6½ x 9¾"	Electrical industry, radio industry, and dealers in these lines.
Reklame Praxis	1924	M*—German ...	4,000	40	310 x 230 mm.	Advertising experts, Department store owners
Das Industrie-Blatt.	1894	W*—German ...	9,700	36-28	7½ x 10½"	Trade and industry of metal working line.
Kosmos, Handweiser fuer Naturfreunde.	1903	M*—German ...	190,000	56	5½ x 8"	All classes.
Neue Automobil-Zeitung	1922	W*—German		35	7½ x 10¼"	Automobile factories, and dealers, repair shops, garages, etc.
Sueddeutsche Apotheker-Zeitung	1860	SW*—German ..	2,200	16	7½ x 10¾"	Pharmacies & related lines.
SUHL						
Waffe und Sport.... (Formerly Die Waffe)	1918	M—German	8,000	60	18.5 x 29 cm.	
SULINGEN						
Newspapers						
Sulinger Kreiszeitung		MD—German ...	2,600		425 x 283 mm.	All classes.
Sulinger Nachrichten	1904	ED—German ...	2,000	4-8	43 x 28 cm.	Officials, farmers, laborers, business men.
THARANDT						
Tharandter Tageblatt	1840	ED—German	3,000	12	28 x 43 cm.	All classes.
THEDINGHAUSEN						
Thedinghausener Zeitung		MD—German ...	1,200		430 x 280 mm.	All classes.
TILSIT						
Tilsiter Allgemeine Zeitung	1881	ED-exS*—German	17,000	8-12	48 x 31.8 cm.	Middle classes.
TRIER						
Trierische Landeszeitung	1874	MD-exS*—German	30,000	10	517 x 380 mm.	All classes, chiefly farmers.
Trierischer Volksfreund	1875	MD-exS*—German	31,000	10	540 x 383 mm.	All classes, especially business world.
TUEBINGEN						
Trade Publication						
Suddeutscher Elektro-Anzeiger	1918	W—German	10,000	30	8¼ x 10½"	All business men, electric, lighting and radio lines.
UELZEN						
Newspapers						
Allgemeine Zeitung der Lundeburger Heide	1849	ED—German ...	10,000	12	420 x 290 mm.	All classes.
Niedersachsische Volkszeitung	1907	ED—German ...	4,800	10-12	424 x 269 mm.	Middle classes, chiefly farmers and business men.
ULM a.D.						
Ulmer Tagblatt.....	1752	D-exS*—German	13,000	14-16	11 x 16¼"	All classes.
USLAR						
Newspaper						
Seilinger Nachrichten	1860	Tri-W—German	2,450	4-6	32 x 48 cm.	All classes.
VAREL						
Der Gemeinnutzige..	1817	ED—German ...	5,400	8-10		All classes.
VECHTA						
Oldenburgische Volkszeitung	1894	ED—German ...	7,900	6	43 x 30 cm.	Farmers, laborers, workmen.
VEGESACK						
Norddeutsche Volkszeitung, Kreisblatt des Kreises Blumenthal i. Hann.....	1848	ED—German ...	7,300	7-8	275 x 440 mm.	Merchants, laborers, officials, farmers.
VERDEN						
Verdener Anzeigenblatt	1867	ED*—German ..	4,800	4	337 x 477 mm.	
Verdener Kreisblatt.	1831	ED—German ...	2,600	6	435 x 280 mm.	Middle classes.
VIENENBURG						
Vienenburger Nachrichten		MD—German			420 x 280 mm.	Middle and upper classes.
VILLINGEN						
Villinger Volksblatt.	1883	D-exS*—German	5,000	6-8	12 x 17"	All classes.
VISSELHOEVEDE						
Visselhoveder Landbote	1904	ED—German ...	1,500	6	420 x 280 mm.	Town and rural district population.
Trade Publication						
Monatsschrift die Heide	1925	M—German	2,000	20	31 x 23 cm.	All classes.
WALDENBURG						
Newspapers						
Schlesische Bergwacht	1911	MD-exS*—German (E)	21,000 A	12	18 x 12"	Industrial and upper classes in lower Silesia.
WALSRODE						
Walsroder Zeitung..	1866	ED—German .	4,3/5000	6-10	330 x 490 mm.	Town and rural.
WEIMAR						
Der Thuringer Landbund	1919	SW—German ...	40,000	8	402 x 270 mm.	
Trade Publications						
Glas und Apparat, Zeitschrift fur den Laboratoriumsbedarf, die Glasinstrumenten-und Thermometerindustrie	1920	SW*—German ..	2,100	16	24 x 32 cm.	German glass instruments industry.
Thuringer Landwirtschaftliche Zeitung	1926	W*—German ...	6,000	10	270 x 200 mm.	
Thuringer Lehrerzeitung	1911	W*—German ...	6,200	10-12	265 x 194 mm.	
Zeitschrift fur komprimierte und flussige Gase sowie fur die Pressluft-Industrie	1896	M—German	350	16	21 x 29 cm.	
WEINHEIM						
Newspapers						
Weinheimer Anzeiger	1863	D-exS*—German	6,000	10-12	11 x 17"	All classes.
WERDAU						
Werdauer Tageblatt.	1832	ED*—German English & French	7,280	10	33.5 x 47 cm.	All classes.

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ADVERTISING MEDIA OF EUROPE

GERMANY—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
WESERMUENDE						
Amtliches Kreisblatt fuer den Kreis Lehe	....	W—German	2,000	4	324 x 249 mm.	Farmers.
Geestemuender Kreisblatt	....	W—German	2,000	4	324 x 249 mm.	Farmers.
Wesermuender Neueste Nachrichten	1853	ED—German	18,500	12	480 x 315 mm.	Officials, tradesmen, laborers.
WESTERSTEDE						
Der Ammerlander	1861	ED—German	4,200	7	415 x 285 mm.	Farmers and residents of small towns.
WESTERHAUDERFEHN						
Anzeiger fuer das Oberledingerland	....	4 ts.W—German	....		433 x 280 mm.	All classes.
WILDESHAUSEN						
Wildeshauser Zeitung	1859	ED—German	2,100	6	48 x 32 cm.	Farmers, trade and industry.
WILHELMSBURG/ELBE						
Wilhelmsburger Zeitung	1892	ED—German	4,000	8-10	435 x 285 mm.	Industrial district population.
WILHELMSHAVEN						
Wilhelmshavener Tageblatt	....	MD—German	6,500		425 x 280 mm.	Middle and upper classes.
Wilhelmshavener Zeitung	....	MD—German	15,000		417 x 280 mm.	Middle and upper classes.
WINSEN						
Winsener Nachrichten (Kreisblatt)	1868	ED—German	5,500	6-12	280 x 435 mm.	Town, rural districts.
WINSEN a.d. LUHE						
Winsener Zeitung	....	MD—German	....		420 x 280 mm.	All classes.
WIPPERFUERTH						
Bergisches Bauernblatt	1919	W—German	1,500	4	245 x 330 mm.	Farmers.
Trade Publications						
WITTENBERG						
Deutsche Farberzeitung, vereingt mit der Leipziger Farber- und Zeugdrucker-Zeitung	1864	W—German	4,500	32	320 x 220 mm.	Devoted to chemical dyeing.
Deutsche Mobel-Zeitung	1908	W*—German	3,900	24	21½ x 29½ cm.	
Fordertechnik und Frachtverkehr	1907	BW*—German	3,650	32	21½ x 30 cm.	
Newspapers						
WITTMUND						
Anzeiger fuer Harlingerland	1862	ED—German	4,100	6-8	468 x 320 mm	Farmers.
WOLFENBUETTEL						
Wolfenbuettler Zeitung	1786	ED—German	3,000		320 x 480 mm.	All classes.
WUNSTORF						
Wunstorfer Zeitung	1880	ED—German	2,000	4-6	283 x 430 mm.	All classes.
WURZBURG						
Wurzburger General-Anzeiger	1883	MD*—German (E)	48,000 A	12-32	460 x 320 mm.	Better middle classes.
ZERBST/ANHALT						
Anhaltischer Landbote	1891	W—German	5,300	4	470 x 323 mm.	
ZEVEN						
Zevener Zeitung Kreisblatt fuer den Kreis Zeven	1889	ED—German	3,500	4-8	470 x 640 mm.	Officials, farmers, business men.
ZITTAU						
Zittauer Nachrichten & Anzeiger	1800	ED*—German	4,800	14	31.5 x 47.5 cm.	Business, agricultural, family paper.
ZWICKAU						
Zwickauer Tageblatt & Anzeiger	1860	ED*—German	33,500	20	29 x 44.5 cm.	Commercial.

GIBRALTAR

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers						
El Anunciador	1885	ED-exS—Spanish (E)	1,000 X	4	22½ x 15½"	General.
El Calpense	1868	ED-exS—Spanish (E)	900 X	4	25 x 16½"	General.
The Gibraltar Chronicle and Official Gazette	1801	ED-exS*—English (E)	800 X	4	20 x 13"	General.
Trade Publications.						
The Gibraltar Directory and Guide Book	1873	Yr.—English (E)	500 X	582	8½ x 6"	General.
The Quarterly Official Directory of The Gibraltar Garrison	1892	Qt.—English (E)	350 X	138	6½ x 4¼"	For general use.

GREECE

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers						
ATHENS						
Agrotiki Echo (Rural Echo)	1923	W—Greek (E)	3,500 A	4	13 x 20"	Agriculturalists.
Agrotiki Hellas (Rural Greece)	1925	W—Greek (E)	4,000 A	4	14 x 20¾"	Agriculturalists.
Apogevmatini (The Afternoon Paper)	1923	ED—Greek (E)	6,050 A	4	15½ x 21½"	All classes.
Athenai (Athens)	1902	MD—Greek (E)	4,000 A	4	15 x 22"	All classes.
Athenaiki (The Athenians)	1916	ED—Greek (E)	4,500 A	8	10½ x 16"	Working and middle classes.
Democratia (Democracy)	1923	MD—Greek (E)	6,500 A	6	14 x 20½"	Democratic party paper.
Desmotis Anthropos (The Boundman)	1926	W—Greek (E)	4,500 A	8	13 x 20"	All classes.
Eleftheron Vima (Free Tribune)	1922	MD—Greek (E)	42,000 A	4-6	16 x 24"	All classes.
Eleftheros Logos (Free Word)	1923	MD—Greek (E)	13,200 A	4-8	15½ x 22½"	Middle and upper classes.
Eleftheros Typos (Free Press)	1916	MD—Greek (E)	10,000 A	5-6	15½ x 22"	All classes.
Empros (Forward)	1896	MD—Greek (E)	7,900 A	4-6	15½ x 22"	Middle class.
Ephimeris Epaggelmation (The Trade's Journal)	1925	W—Greek (E)	6,000 A	6	15½ x 21½"	Professional class.
Ephimeris Tou Chrimatis-Tiriou (Stock Market Journal)	1920	W—Greek (E)	10,000 A	8	14½ x 20½"	Merchants and industrialists.
Ergatiki Ephimeris (Workmen's Journal)	1925	W—Greek (E)	2,500 A	4	13 x 19¼"	Chauffeurs, machinists, etc.
Esperini (The Evening)	1900	ED—Greek (E)	5,000 A	6-8	14¼ x 16"	Middle class.
Esperinos Telegraphos (Evening Telegraph)	1926	ED—Greek (E)	2,500 A	4	17 x 22¾"	Middle class.
Estia (The Hearth)	1876	ED—Greek (E)	11,000 A	4	15 x 20½"	Upper middle class.
Ethnos (The Nation)	1913	ED—Greek (E)	20,000 A	4-6	15½ x 22"	All classes.
Excelsior	1925	W—Greek (E)	12,000 A	16-20	14 x 19¼"	All classes.
Hahgtanak (Victory)	1924	MD—Armenian (E)	1,000 A	4	12¼ x 17¾"	Commercial and working classes.
Helleniki (Hellenic)	1924	MD—Greek (E)	18,000 A	4-6	15¼ x 24¼"	Working and middle class.
Icogenia (The Family)	1926	W—Greek (E)	12,000 A	16	14 x 20"	All classes.
Icononicos Tahydromos (The Economic Post)	1926	W—Greek (E)	5,000 A	8	15¼ x 24"	All classes.
Kathimerini (The Daily)	1918	MD—Greek (E)	14,200 A	4-6	15¾ x 22½"	Middle class.
Kourses (The Races)	1926	W—Greek (E)	4,000 A	4	13 x 18¼"	Upper class.
Kyriaki (Sunday)	1926	W—Greek (E)	4,000 A	8	16 x 24"	Middle class.
Le Messager D'Athenes	1875	MD—French (E)	2,500 A	4	13 x 20"	European and foreign colonies.
Nor Or (New Day)	1923	MD—Armenian (E)	3,500 A	4	12¼ x 17½"	Armenian colony.
Pantheon	1925	W—Greek (E)	14,000 A	16	14 x 21"	Middle class.
Politia (The State)	1917	MD—Greek (E)	8,450 A	6	14¼ x 20¾"	Upper class.
Proeia (The Morn)	1925	MD—Greek (E)	7,700 A	7	17 x 23"	Commercial and industrial class.
Prodos (Progress)	1915	MD—Greek (E)	4,125 A	4	17 x 22¾"	Middle class.
Rizospastis (The Radical)	1917	MD—Greek (E)	5,500 A	4	15¼ x 21¾"	Laborers, refugees and farmers.
Scrip	1892	MD—Greek (E)	9,600 A	4-8	15½ x 22"	All classes.
Vradyni (The Night)	1920	MD—Greek (E)	10,000 A	6	14 x 20½"	All classes.
Magazines						
Anthodesmi (The Bouquet)	1926	W—Greek (E)	5,000 A	8	10¼ x 14¼"	Ladies Magazine.
Athleticos Cosmos (Athletic World)	1926	W—Greek (E)	5,000 A	18	8 x 11"	Sports and racing.
Bouketo (Bouquet)	1924	W—Greek (E)	24,500 A	20	8½ x 12"	Ladies Magazine.
Chrissallis	1926	W—Greek (E)	6,000 A	20	9½ x 15½"	Family Magazine.
Excelsior	1926	M—Greek (E)	21,500 A	36	7 x 11"	Popular.
Excelsior (Children's)	1926	W—Greek (E)	25,000 A	20	11 x 12"	Children's Magazine.
Kathrophtis (The Mirror)	1926	M—Greek (E)	16,000 A	36	8¼ x 10¾"	General.
Kyriakatiki (The Sunday Magazine)	1926	W—Greek (E)	4,200 A	16	10 x 15½"	Popular.
Solk	1926	W—Greek (E)	17,000 A	20	8½ x 12½"	Literary.
Theatis (The Spectator)	1925	W—Greek (E)	22,000 A	20	9¾ x 14½"	General.
Trade Publications						
Athenaikon Sic (Athenian Chic)	1919	M—Greek (E)	11,000 A	24	8 x 11½"	Fashion.
Deltion Emporikon Kai	1920	M—Greek (E)	2,600 A	32	7½ x 11½"	Commercial and industrial
Viomihanikon (Mercantile and Industrial Bulletin)						

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ADVERTISING MEDIA OF EUROPE

GREECE—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Deltion Georgikon (Agricultural Bulletin)	1909	M—Greek	(E) 2,200 A	23	4½ x 7½"	Agricultural.
Erga Works) (U.S.3)	1925	SM*—Greek	(E) 1,300 A	18	7½ x 11½"	Scientific.
Latriki (The Medical)	1921	M*—Greek	(E) 1,500 A	40-60	6 x 8"	Medical.
Latriki Kinisis (Medical Activity)	1925	M*—Greek	(E) 2,500 A	30	4½ x 7"	Medical.
Iconomologes Athinon. (The Athenian Economist)	1918	W—Greek	(E) 4,000 A	20	10 x 17"	Merchants and bankers.
Kinematographikos Astir (Moving picture star)	1924	W—Greek	(E) 3.500 A	20	6½ x 9¼"	Motion picture.
Kinematographikos Kosmos (Moving Picture World)	1926	W—Greek	(E) 10,000 A	16-32	7½ x 11"	Motion picture
Moda Kai Techni (Style and Art)	1925	M—Greek	(E) 16,500 A	24	7½ x 11½"	Fashion and art.
Paraskinia (The Wings) (Theatrical)	1924	SM—Greek	(E) 3,100 A	20	6 x 9"	Theatrical.
Synetoristis (The Associate)	1925	SM—Greek	(E) 1,100 A	16	6¾ x 10"	Agricultural.
Ygeia (Health)	1924	M*—Greek	(E) 3,500 A	24-32	5½ x 8"	Hygienic.
Newspaper		**CANDIA—(Crete)**				
Nea Efimeris	1910	MD—Greek	(E) 3,750 A	4	13 x 21¼"	All classes.
		CANEA—(Crete)				
Efedrikos Agon	1923	D—Greek		4	12½ x 19¾"	Democratic party paper.
Esperinos Tachydromos	1914	ED—Greek	(E) 1,700 A	4	10½ x 16¾"	All classes.
Kyrix	1897	ED—Greek	(E) 1.600 A	4	10 x 16¼"	All classes.
		CAVALLA—(Crete)				
Eleftheros Logos	1926	MD—Greek	(E) 5,000 X	4	18½ x 11¼"	All classes including refugees from Turkey.
Kyrix	1926	MD—Greek	(E) 1,200 X	4	12½ x 18½"	General public, medium class.
Simaia	1908	MD—Greek	(E) 1,200 X	4	12½ x 18½"	All classes.
Trade Publications						
Bulletin de l'Office de Protection du Tabac Hellenique Cavalla	1923	M—Greek and French YR—Greek	(E) 1,300 X (E) 1,000 X	38	10½ x 8"	Tobacco
Deltion Emborikou ke Viomihanikou Epimelitiriou Kavallas	1923			100	8 x 6"	Merchants and industrialists.
Newspaper		**CHIOS ISLAND**				
Kosmos	1923	W—Greek	(E) 500 A	4	7¼ x 12½"	All classes.
		DRAMA				
Agon	1924	MD—Greek	(E) 800 X	4	15¾ x 21½"	All classes.
Tharros	1923	MD—Greek	(E) 1,200 X	4	12½ x 18½"	All classes.
		FLORINA				
Elenghos	1921	W—Greek	(E) 600 X	2	15¾ x 12"	All classes.
		JANNINA				
Epiros	1909	MD—Greek	1,350	4	12½ x 18½"	All social classes.
		KASTORIA				
Kastoria	1920	W—Greek	(E) 3,000 to (E) 3,500 X	4	17½ x 23½"	All classes.
		KOMOTINI				
Proia	1926	MD—Greek	(E) 600 X	2	19¼ x 13¼"	All classes.
Newspaper		**KOZANI**				
Icho tis Makedonias	1914	W—Greek	(E) 1,250 X	2-4	18½ x 12¼"	All classes.
		MYTILINI				
Nees Kyrix	1919	W—Green	(E) 3,500 A	2	13¾ x 20½"	Lower classes.
Salpinx	1908	MD-exMon—Greek	(E) 2,600 A	2	16¼ x 21¾"	All classes.
Tachydromos	1925	MD—Greek	(E) 1,200 A	2	14½ x 21¾"	Lower class.
Newspapers		**PATRAS**				
Apogevmatini	1923	ED—Greek	1,200	2	14¾ x 20¾"	All social classes.
Neelogos	1893	MD—Greek	8,000	4	21 x 14½"	All classes.
Telegraphos	1917	MD—Greek	6,000	4	12½ x 18½"	All classes.
Newspapers		**PIRAEUS**				
Chronographos	1897	MD—Greek	(E) 4,500 A	4	13¼ x 18¾"	Merchants and industrials.
Simaia	1917	ED—Greek	(E) 8,000 A	4	13 x 19½"	Working class and seamen.
Sfaira	1880	MD—Greek	(E) 3,000 A	4	14 x 20¼"	Working class and seamen.
Tharros	1913	ED—Greek	(E) 1,800 A	4	13 x 17¼"	Working class and seamen.
Trade Publication						
Deltion Emporikon Kai	1923	M—Greek	(E) 2,400 A	24	7¼ x 10¼"	Commercial and industrial.
Newspaper		**PYRGOS**				
Patris	1902	MD—Greek	4,000	2	18 x 23½"	All social classes.
Newspaper		**RETHYMO (Crete)**				
Kritiki Epitheorisis	1912	SW-Morning—Greek With Daily Supplement	(E) 500 A	4	10¼ x 15¾"	All classes.
Newspapers		**SALONIKI**				
Alik	1923	MD—Armenian	(E) 1,000 X	4	12½ x 18¼"	Middle class Armenians
Ashadank	1926	SW—Armenian	(E) 7,800 X	4	20½ x 12½"	Communist Armenian refugees.
Avanti, Organe de Organisation Communiste de Salonique	1907	MD—Judeo-Spanish	(E) 3,000 X	4	23½ x 17" & 18¼ x 12½"	Communist workers.
Le Canard	1921	W—French	(E) 1,000 X	4	18½ x 12½"	Jewish.
El Coulevro	1916	W—Judeo-Spanish	(E) 600 X	4	16½ x 10½"	Working and middle class Jews.
Efimeris ton Valkanion	1918	MD—Greek	(E) 3,500 X	4	23½ x 17¼"	All classes; particularly laborers.
Fimi	1926	W—Greek	(E) 1,000 to 1,500 X	4	14 x 21"	All classes.
La Gata	1922	W—Judeo-Spanish	(E) 500 X		18¼ x 12½"	Working class of Jews.
Independant	1887	ED—French	(E) 2,600 A	4	21 x 14½"	High and medium class Jewish
Makedonia	1908	MD—Greek	(E) 9,000 X	4-8	23½ x 18½"	All classes.
Makedonika Nea	1923	MD—Greek	(E) 7,000 X	4-8	17¼ x 16½"	All classes.
El Maymon	1926	W—Judeo-Spanish	(E) 600 X	4	18¾ x 12"	Jewish.
Nea Alithia	1903	ED—Greek	(E) 7,500 X	4 & 6	23½ x 17¼"	Urban population, all classes.
Neologos	1866	MD—Greek	(E) 6,000 X	4-Daily 6-Sundays	12½ x 17¼" 12½ x 17¼"	Refugees from Turkey.
Nor Alik	1924	MD—Armenian	(E) 800 X	4	21 x 12½"	Communist Armenian refugees.
Opinion	1913	MD—French	(E) 1,800 X	4	20¾ x 14¾"	High and middle class Jews and foreign colony.
Phos	1914	MD—Greek	(E) 12,500	4-6	24½ x 17¼"	All classes.
El Pountchon	1920	W—Judeo-Spanish	(E) 600 X	4	18½ x 12½"	Working and middle class of Jews.
Progress	1924	MD—French	(E) 3,600 X	4	22 x 15¼"	High and middle class Jews and foreign colony.
Puevlo	1917	ED—Judeo-Spanish	(E) 2,000 X	4	20½ x 14¼" & 18¾ x 12½"	Middle class Jews.
La Renassencia Djoudia	1926	W—Judeo-Spanish	(E) 1,600 X	4-6	20½ x 14¼"	Zionist Jews.
El Risen	1926	W—Judeo-Spanish	(E) 400 X	4	18½ x 12½"	Working and middle class Jews.
Tachydromos Voriou Elados	1920	MD—Greek	(E) 11,000 to (E) 12,000 X	4-6	23¾ x 17¼"	All classes.
El Tiempo	1908	MD—Judeo-Spanish	(E) 2,000 X	4	22 x 16½"	Middle class Jews.
Verdad	1920	MD—Judeo-Spanish	(E) 2,000 X	4	18¾ x 12¼"	Middle class Jews.
Trade Publications						
Deltion ton Emborikou ke Viomihanikou Epimelitiriou Thessalonikis	1920	M—Greek and French	(E) 700 X	50-80	9¾ x 8½"	Business men.
Deltion tou Epangelmatikou & Viomihanikou Epimolitiriou Thessalonikis	1926	W—Greek	(E) 800 X	16	9¾ x 7¼"	Small merchants and artisans.
Newspapers		**SERRES**				
Eleftheros Politis	1924	SW—Greek	(E) 1,000 X	4-6	20½ x 14¼"	All classes and particularly refugees.
Kyrix ton Nemou Serron	1924	W—Greek	(E) 900 X	4-6	14½ x 21"	All classes.
		VERRIA				
Astir Verrias	1924	SM—Greek	(E) 400 X	2	17½ x 12¼"	All classes.
H. Berria	1925	W—Greek	(E) 400 X	4	18½ x 12¼"	All classes.
		VOLO				
Simaia	1925	MD—Greek	(E) 4,500 A	4	13 x 20¾"	All classes.

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ADVERTISING MEDIA OF EUROPE

HUNGARY

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Magazine		**BALATONFURED**				
Balaton	1908	M—Hungarian	2,000	12-20	11.5 x 18 cm.	All classes.
Newspaper		**BARCS**				
Dravavolgye	1921	W—Hungarian	1,450	4	29 x 41 cm.	All classes.
Newspapers		**BEKESCSABA**				
Bekesmegyei Kozlony	1874	ED-exS—Hungarian		4-6	26 x 36 cm.	Middle class and farmers.
Korosvidek	1920	MD-exS*—Hungarian	5,000	6-12	29 x 42 cm.	Farmers, 60%; middle class, 40%.
Newspapers		**BUDAPEST**				
Az Est	1910	ED*—Hungarian	160,000 Z	16-20	22.4 x 36 cm.	All classes.
Budai Naplo	1903	W—Hungarian	4,000	4-6	29 x 40 cm.	Middle class.
Budapesti Hirlap	1881	D-exMon.—Hungarian	35,000 Z	16-32	26.8 x 41 cm.	Intellectuals, landowners.
Egyenloseg	1881	W—Hungarian	27,000 Z	20-40	18 x 27 cm.	Hebrews.
Esti Kurier	1923	ED-exS*—Hungarian	Z	12-16	28 x 41 cm.	Professionals, dealers, employees.
Fovarosi Hirlap	1911	W—Hungarian (E)	5,000 A	8-12	24 x 36 cm.	Middle class.
Friss Ujsag	1894	MD-exMon.—Hungarian	80,000 Z	8-16	24 x 36 cm.	Laborers and lower middle class.
Hangya	1899	W—Hungarian (E)	20,000 X	20-24	20 x 31 cm.	Farmers and middle class.
Hetfui Naplo	1909	W—Hungarian	50,000 Z	80-16	24 x 36 cm.	All classes.
A Hitel	1898	BW—Hungarian	2,000 Z	10-16	20 x 32 cm.	Bankers, brokers, agents.
Kozgazdasagi Ertesito	1906	W—Hungarian	4,000 Z	24	18½ x 26 cm.	Bankers, corporations, government officials.
Kozlelek	1890	SW—Hungarian	15,000 Z	12-60	25 x 35 cm.	Landowners, farmers.
Magyar Falu	1902	W—Hungarian	12,000 Z	12-14	24 x 35.5 cm.	Farmers.
Magyar Hirlap	1903	MD-exMon.—Hungarian	47,000 Z	12-24	28 x 41 cm.	Business men, professionals, intellectuals.
Magyar Kereskedok Lapja	1881	SW—Hungarian	37,500 Z	12-32	24 x 36 cm.	Industrial, lawyers.
Magyar Nemzetgazda	1882	W—Hungarian (E)	1,000 A	8	18 x 25 cm.	Bankers and leaders of industries.
Magyarsag	1921	D-exMon..—Hungarian Sun.	50,000 Z 60,000	16-48	26 x 41.1 cm.	Employees, landowners, intellectuals.
Magyarorszag	1893	ED-exS.—Hungarian	90,000 Z	20-24	22.4 x 36 cm.	All classes.
Nemzeti Sport	1905	4 times a Week Hungarian Mon.	35,000 Z 60,000 Z	10-20	22 x 35 cm.	All those interested in sport events.
Nemzeti Ujsag	1919	D-exMon.—Hungarian	45,000 Z	16-24	28 x 41 cm.	Middle class.
Nepszava	1872	D-exMon.—Hungarian	70,000 Z	12-24	23.4 x 35 cm.	Laborers, 70%; intellectuals, 30%.
Nyukosz	1919	W—Hungarian	5,000	4-8	24 x 36 cm.	Army officers, active and retired.
Omke (Nat'l Hungarian Commercial Ass'n.)	1916	W—Hungarian	15,000 Z	10-14	24 x 35 cm.	Merchants.
8 Oral Ujsag	1915	ED—Hungarian	44,000 Z	12-16	26 x 41 cm.	All classes.
Orszagos Iparos Hirlap	1924	W*—Hungarian	3,600 Z	6-8	30 x 43 cm.	Craftsmen.
Pester Lloyd	1853	D-exMon.—German	26,000 Z	8-16	25.5 x 42 cm.	Best German speaking classes.
Pesti Hirlap	1878	D-exMon.—Hungarian Sun.	120,000 Z 170,000 Z	24-32	24 x 36 cm.	All classes; national circulation.
Pesti Naplo	1849	D-exMon.—Hungarian	120,000 Z	24-72	22.8 x 35.5 cm.	All classes.
Pesti Tosade	1920	W—Hungarian	7,000 Z	24-28	22.5 x 36 cm.	Business, commercial.
A. Reggel	1922	W*—Hungarian	46,000 Z	16-24	24 x 42 cm.	All classes.
Sporthirlap	1909	4 times a Week Hungarian	40,000 Z	10-12	22.8 x 35 cm.	All interested in sport events.
Szabad Szo	1898	W—Hungarian	26,000	8	22 x 35 cm.	Business men, farmers, middle class.
Uj Barazda	1919	MD-exMon.—Hungarian Summer Winter	15,000 30,000	6 12	29 x 42.5 cm. Sunday	Landowners, 10%; small Farmers' help, 10%; farmers' help, 10%.
Uj Lap	1901	ED-exS—Hungarian	20,000	6-8	32 x 50 cm.	Labor class.
Uj Nemzedek	1919	ED-exS—Hungarian	32,000 Z	12-16	28 x 41 cm.	Public officials, landowners, priests.
Ujsag	1901	MD-exMon.*—Hungarian Sundays	100,000 130,000	16-48	28 x 41 cm.	Business men, bankers, brokers, middle class.
Vallalkozok Lapja	1880	W—Hungarian	6,000 Z	16-18	24 x 36 cm.	Contractors, merchants, engineers.
Magazines						
Az en Ujsagom	1890	Tri-M—Hungarian	10,000	16	18.5 x 25 cm.	Children.
Katholikus Haziassonyok Lapja	1906	M—Hungarian	1,500	20	20 x 28 cm.	Middle class women.
Kepes Kronika	1919	W—Hungarian	18,000 Z	44	18 x 27 cm.	Middle class, principally women.
Magyar Lanyok	1895	Tri-M—Hungarian	15,000	16	21 x 29 cm.	Young girls.
Mult Es Jovo	1910	M—Hungarian	15,000	48	17 x 23 cm.	Jewish, middle class.
Nyugat	1908	SM—Hungarian	10,000 Z	80-96	13 x 20 cm.	Professionals.
Szinhazi Elet	1911	W—Hungarian	67,000 Z	128-146	12 x 20 cm.	Middle class.
A Tarsasag	1913	W—Hungarian	5,000	20	23 x 31 cm.	Aristocrats, landowners, bankers.
Tolnai Vilaglapja	1898	W—Hungarian	40,000 Z	242	19 x 25 cm.	All classes.
Tunderujjak	1925	M—Hungarian	15,200	24	22 x 31 cm.	Middle class, home embroiderers.
Uj Idok	1895	W—Hungarian	40,000 Z	28	18 x 27 cm.	Middle class.
Vasarnap	1920	W*—Hungarian	20,000	12-16	25 x 31 cm.	Landowners, 10%; small farmers, 80%; farmers' help, 10%.
Trade Publications						
Automobil-Motorsport	1926	SM—Hungarian	3,000	44	23 x 31 cm.	Middle class, landowners, officers, car owners.
Az Uzlet	1895	W—Hungarian (E)	6,000 A	12	29.5 x 41.5 cm.	Business men.
Boraszati Lapok	1868	W—Hungarian	8,500	8-12	24 x 32 cm.	Viticulturists.
Budapesti Orvosi Ujsag	1901	W—Hungarian	2,150	36	15.8 x 23 cm.	Druggists and physicians.
Dohany Kisarusok Koslonye	1924	SM—Hungarian	2,400	12-18	17 x 26.5 cm.	Tobacco, cigar and cigarette retailers.
Drogista Koslony (Druggists' Gazette)	1901	M—Hungarian (E)	1,000 A	22	28 x 18½ cm.	Druggists.
Gyogyszereszek Lapja	1906	SM—Hungarian	2,000	16-20	19 x 31 cm.	Druggists.
Gyogyszereszeti Ertesito (Pharmacists' Register)	1868	Every 3 weeks. Hun. ..(E)	1,800 AX	8-12	23½ x 16 cm.	Drug store owners.
Gyogyszereszeti Hetilap (Pharmacists' Weekly Journal)	1868	Every 3 weeks. Hun. ..(E)	1,800 AX	8-12	23½ x 16 cm.	Drug store owners.
Gyogyszereszeti Koslony (Pharmacists' Gazette)	1868	Every 3 weeks. Hun. ..(E)	1,800 AX	8-12	23½ x 16 cm.	Drug store owners.
Gyogyszereszek Zsebnaptara (Pharmacists' Almanac)	1868	Yr.—Hungarian (E)	2,000 X	200-250	15 x 21 cm.	Pharmacists.
Hazinyul Tenyesztes Es Ertekesites	1907	M—Hungarian	5,000	8	15 x 20 cm.	Small farmers.
Iparos Ujsag	1910	W—Hungarian	17,000	4	22 x 35 cm.	Craftsmen
Jogallam	1902	M—Hungarian	1,400	64-76	11 x 19 cm.	Attorneys.
Kozsegi Koslony	1877	W—Hungarian	2,100	8	24 x 31.5 cm.	Municipal and Government offices.
Magyar Boripar	1893	SW*—Hungarian	3,000	12-14	28 x 41.5 cm.	Shoe mfrs. and dealers, tanner, leather trade.
Magyar Divatipar	1919	Tri-W—Hungarian	2,000	10-12	20 x 27 cm.	Ladies' tailors, embroiderers.
Magyar Drogista (Hungarian Druggist)	1924	SM—Hungarian (E)	2,000 A	24	28 x 18½ cm.	Druggists, pharmacists, perfumery dealers.
Magyar Fakereskedo	1894	W—Hungarian	2,000	6-8	29 x 42 cm.	Dealers in wood.
Magyar Iparmuveszet		BM—Hungarian	3,000	4-8	23.5 x 30.5 cm.	Business men.
Magyar Kereskedelem es Penzugy	1910	W—Hungarian	5,000	8-10	20 x 26 cm.	Industrial
Magyar Malom Koslony	1899	W—Hungarian (E)	10,000 A	6-8	24 x 32 cm.	Millers, business men.
Magyar Orvos	1919	SM—Hungarian	2,200	24	18 x 26 cm.	Phisicians, druggists.
Magyar Sutoklapja	1902	SM—Hungarian	3,000	16	.....	Bakers.

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HUNGARY—Continued

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Magyar Vaskereskedo	1901	W—Hungarian	2,400 Z	40	18 x 26 cm.	Hardware
Meszarosok Es Hentesek Lapja	1893	W—Hungarian	1,200 Z	8-10	18 x 26 cm.	Live stock
Molnarok Lapja	1894	W—Hungarian	12,000 Z	16-24	24 x 39 cm.	Mill owners,
Mozi Es Film	1921	W—Hungarian ..	1,000	24-100	18.5 x 24.5 cm.	Moving picture trade.
Muvezetok Lapja ...	1897	M—Hungarian ..	3,500	10-12	18.5 x 26 cm.	Shop and factory foremen.
Orszages Ovros Szovetseg	1897	M—Hungarian ..	4,500	24	20 x 27 cm.	Physicians and druggists.
Orvosi Hetilap	1856	W—Hungarian ..	2,700	32	18 x 27 cm.	Physicians and druggists.
Tejgazdasagi Szemle	1920	SM—Hungarian	600	12	.....	Dairy farmers and dealers.
Textil	1921	SM—Hungarian and German	(E) 5,000 A	36	18.5 x 26.5 cm.	Textile
Vasuti Utmutato ...	1880	M—Foreign Ed. Qt.-Hungarian	220,000	400	11 x 16 cm.	Government and private officers, business men.
Vagri Lear	1901	SM—Hungarian	2,300 Z	8	25.5 x 42 cm.	Chemical engrs. and trade.
Newspaper		**CZEGLED**				
Czegledi Hirmondo..	1923	W—Hungarian ..	2,500	4	24 x 36 cm.	Business men and farmers.
Newspapers		**DEBRECZEN**				
Debreczeni Hirlap..	1910	W—Hungarian ..	5,000	4-6	23.5 x 36 cm.	Business men
Debreczeni Ujsag ..	1897	MD—Hungarian	6,500	8-12	24 x 36 cm.	Middle class.
Fuggetlen Magyarsag	1900	ED—Hungarian	800	4-8	23 x 36 cm.	Middle class.
Hajdufold	1919	MD-exMon.—Hungarian	3,400	8-12	24 x 36 cm.	Middle class.
Lolkesz Egyesulet ..	1907	W—Hungarian ..	1,100	8	24 x 32 cm.	Clergymen.
Tiszantuli Ipar Es Kereskedelem	1925	W—Hungarian ..	5,000	16	26 x 42 cm.	Business men.
Tiszantuli Gazdak...	1923	SM—Hungarian	2,000	16	24 x 32 cm.	Farmers.
Tiszantuli Hirlap ..	1920	ED-exS—Hungarian	10,000	8-12	35 x 60 cm.	Farmers, 40%; middle class, 60%.
Newspaper		**DOMBOVAR**				
Dombovari Hirlap ..	1916	W—Hungarian ..	1,200	6-8	23 x 37 cm.	Farmers, public and private employees.
Newspaper		**EGER**				
Egri Nepujsag	1883	ED*—Hungarian	1,320	6	24 x 36 cm.	Middle class.
Newspaper		**GODOLLO**				
Godollo Es Videke..	1898	W—Hungarian ..	4,500	2	24 x 48 cm.	Business men and farmers.
Newspaper		**GYOMA**				
Gyoma Endrod Videke	1920	W—Hungarian ..	1,500	6-8	37 x 23 cm.	Farmers and craftsmen.
Newspaper		**GYONGYOS**				
Gyongyosi Lapok ..	1878	W—Hungarian ..	1,250	4-6	22.5 x 35 cm.	Middle class.
Newspaper		**GYOR**				
Gyori Hirlap	1856	MD—Hungarian	7,000	4-24	24 x 36 cm.	Public officials.
Newspaper		**GYULA**				
Bekesmegyei Hirlap	1886	SW—Hungarian	3,000	6-10	25 x 37 cm.	Farmers, 40%; public employes, 30%; businessmen, 30%.
Newspaper		**HAJDUBOSZORMENY**				
Hajduboszormeny Es Videke	1890	W—Hungarian ..	2,600	6-8	26 x 36 cm.	Small farmers, farmers' help, craftsmen.
Newspaper		**HAJDUSZOBOSZLO**				
Fuggetlen Hajdusag	1901	W—Hungarian ..	3,000	4-20	22½ x 37 cm.	Small farmers.
Newspapers		**HATVAN**				
Hatvan Es Jerasa...	1920	W—Hungarian ..	1,000	4-6	25.6 x 34.5 cm.	Farmers, public employees, laborers.
Hatvani Ujsag	1900	W—Hungarian ..	1,300	4-10	29 x 42 cm.	All classes.
Newspaper		**JANOSHALMA**				
Felsobacska	1921	W—Hungarian ..	5,000	6-8	25 x 37 cm.	Farmers and middle class.
Newspaper		**KAPOSVAR**				
Kalocsai Neplap	1876	SW—Hungarian	1,200	6	24 x 36 cm.	Middle class and farmers.
Newspapers		**KAPOSMVAR**				
Somogyi Ujsag	1919	ED-exS.—Hungarian	2,000	4-12	24.5 x 36 cm.	Farmers, business men, public officials.
Uj Somogy	1919	MD—Hungarian	5,200	4-6	24 x 36 cm.	Middle class farmers.
Magazine						
Sport Ujsag	1921	SW—Hungarian	30,000	4-12	24 x 35 cm.	Farmers, business men, middle class.
Trade Publication						
Dunantuli Szantoveto	1923	M—Hungarian ..	2,000	32	21 x 29 cm.	Farmers and landowners.
Newspaper		**KARCAG**				
Karcagi Hirlap	1890	Tri-W—Hungarian	2,800	6-10	24 x 38 cm.	Farmers, 50%; middle class, 50%.
Newspapers		**KECSKEMET**				
Kecskemet Es Videke	1919	W—Hungarian ..	3,000	4-8	23 x 36 cm.	Farmers and their help.
Kecskemeti Kozlony	1919	ED-exS.—Hungarian	6,000	4-8	23 x 36 cm.	Farmers.
Newspaper		**KISKOROS**				
Kiskoros Es Jarasa	1905	W—Hungarian ..	2,500	4-8	22.5 x 36 cm.	Business men and farmers.
Newspaper		**KISKUNFELEGYHAZA**				
Felegyhazi Kozlony.	1901	W—Hungarian ..	3,000	4-6	22.5 x 37.5 cm.	Farmers, middle class.
Newspapers		**MAGYAROVAR**				
Moson Varmegye ..	1902	SW—Hungarian .	1,750	6-8	24 x 35 cm.	Middle class.
Nyugati Hirlap ...	1921	W—Hungarian ..	1,200	6	24 x 36 cm.	All classes.
Newspapers		**MAKO**				
Makoi Friss Ujsag..	1909	MD-exMon. —Hungarian	5,000	4-10	25 x 36 cm.	Middle class and farmers.
Marosvidek	1922	MD—Hungarian	3,000 1,500 A	4-8	25 x 36 cm.	All classes.
Newspaper		**MEZOKOVESD**				
Mezokovesd Es Videke	1897	W*—Hungarian .	1,450	4	24.5 x 36 cm.	Farmers.
Newspaper		**MEZOTUR**				
Mezoturi Ujsag	1917	W—Hungarian ..	1,600	8-10	22.5 x 37 cm.	All classes.
Newspapers		**MISKOLC**				
Magyar Jovo	1918	MD-exMon.*—Hungarian	4,000	8	30 x 41.5 cm.	Middle class.
Reggeli Hirlap	1891	MD-exMon.—Hungarian	6,000	8-16	28 x 42 cm.	Middle class.
Magazine						
Miskolci Katholikus Tudosito	1911	M—Hungarian ..	2,200	16	15 x 23 cm.	All classes.
Trade Publication						
Tiszajobbparti Mezogazda	1925	SM—Hungarian .	1,800	16-32	21 x 30"	Landowners.
Newspaper		**NAGYKANIZSA**				
Zalai Kozlony	1860	ED—Hungarian .	2,500	6-10	25 x 36 cm.	Middle class.
Newspapers		**NAGYKOROS**				
Dunatiszakozi Hirlap	1923	SW—Hungarian .	2,100	4-8	28.5 x 38.5 cm.	Farmers
Nagykorosi Hirado..	1923	SW—Hungarian .	2,200	4-10	28 x 42 cm.	Farmers, business men, public officials.
Newspapers		**NYIREGYHAZA**				
Nyirvidek	1879	MD-exMon.*—Hungarian	3,500	8-12	27 x 35 cm.	Middle class and farmers.
Szabolcs Nepe	1926	W—Hungarian ..	2,000	8-10	21 x 33 cm.	Middle class.
Newspapers		**PAPA**				
Dunantuli Egyetertes	1918	W—Hungarian ..	1,500	8	29 x 42 cm.	Farmers, 90%; middle class, 10%.
Papa Es Videke ...	1903	W—Hungarian ..	1,500	6	25 x 36 cm.	Farmers, business men, middle class.
Newspapers		**PECS**				
Dunantul	1911	MD-exMon.—Hungarian	5,860	10-20	28 x 42 cm.	All classes.
Pecsi Naplo	1891	MD-exMon.—Hungarian	3,500	8	24 x 36 cm.	Business men, laborers.
Newspaper		**RAKOSSZENTMIHALY**				
Rakos Videke	1900	W—Hungarian ..	5,000	8-12	22 x 30 cm.	Middle class.
Newspaper		**SALGOTARJAN**				
A Munka	1923	W—Hungarian ..	1,000	4	32 x 45 cm.	Coal miners and laborers.
Newspaper		**SARKAD**				
Sarkadi Tirek	1925	W—Hungarian ..	1,200	6-8	23 x 36 cm.	Farmers, public and private employes.
Newspapers		**SZEGED**				
Magyar Elet	1919	W—Hungarian ..	4,500	8-10	25 x 36 cm.	Sport fans.
Szegedi Friss Ujsag	1900	MD-exMon.—Hungarian	11,000	4-12	.....	Middle class.
Szegedi Naplo	1921	MD-exMon.—Hungarian	3,500	8-16	24 x 36 cm.	Business men,
Szegedi Uj Nemzedek	1919	MD-exMon.—Hungarian	5,000	6-16	29 x 42 cm.	Public officials,
Magazine						
Szinhazi Ujsag	1906	W—Hungarian	5,000	30-80	.....	Business men
Trade Publication						
Az Ipar	1919	W—Hungarian ..	1,800	4-6	24 x 36 cm.	Craftsmen,
Newspapers		**SZEKESFEHERVAR**				
Fejermegyei Hirlap	1925	ED-exS.—Hungarian	1,850	4-8	24 x 36 cm.	Middle class.
Feiermegyei Naplo..	1894	ED—Hungarian .	3,000	6	24 x 36 cm.	Middle class.
Szekesfehervari Friss Ujsag	1900	ED—Hungarian .	4,000	6-8	23 x 32 cm.	All classes.
Newspaper		**SZENTES**				
Alfoldi Ujsag	1900	MD-exMon.—Hungarian	5,000	6-8-16	24 x 36 cm.	Farmers,
Newspaper		**SZOLNOK**				
Katholikus Elet ...	1924	SM—Hungarian .	5,000	16-32	24 x 36 cm.	Public officials,
Newspapers		**SZOMBATHELY**				
Hir	1915	ED—Hungarian .	20,000	4-6	.....	All classes.
Nyugati Ujsag	1917	W—Hungarian ..	1,900	4-6	25 x 38 cm.	Farmers, business men.
Trade Publication						
Dunantuli Tanitok Lapja	1925	SM—Hungarian .	3,000	20	18 x 21 cm.	Teachers,
Newspaper		**UJPEST**				
Fuggetlen Ujsag ...	1916	W—Hungarian ..	10,000	8	40 x 55 cm.	Business men.
Trade Publication						
Mehesmet	1904	SM—Hungarian .	2,000	24	13 x 20.5 cm.	Apiarists.
Newspaper		**VESZPREM**				
Veszpremi Hirlap ..	1892	W—Hungarian ..	5,000	8	25 x 36 cm.	Intellectuals and business men.
Newspaper		**VACZ**				
Vaczi Hirlap	1886	SW—Hungarian .	4,500	6-10	24 x 36 cm.	Middle class.
Newspaper		**ZALAEGERSZEG**				
Zalamegyei Ujsag ..	1919	MD-exMon.—Hungarian	4,000	4-12	22 x 36 cm.	Middle class.

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ADVERTISING MEDIA OF EUROPE

ITALY

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers			**BERGAMO**			
L'Eco di Bergamo	1880	Md-exS—Italian	20,000	4	24¼ x 17¾"	Political, country people.
La Voce di Bergamo	1921	Md-exS—Italian	20,000	4	22¼ x 16½"	Political, country people.
Trade Publication			**BIELLA**			
Bollettino della Laniera	1886	M—Italian & French	5,000	50	8½ x 12"	Woolen industries.
Newspaper			**BRESCIA**			
Il Popolo di Brescia	1923	MD-exMon—Italian	50,000	6	22¼ x 16"	Political
			CARRARA			
Il Popolo Apuano	1921	MD—Italian	5,000	4	16¾ x 24"	All classes.
Trade Publications						
Bollettino Ufficiale	1908	M—Italian	800	36	10 x 7"	Commercial
Il Marmo	1923	BM—Italian (E)	800 X	45	9¾ x 7"	All classes.
Newspapers			**CATANIA**			
Corriere Catanese	1921	SM—Italian	1,500	4	13½ x 19½"	Merchants and mfrs.
Il Corriere di Sicilia	1877	MD-exMon—Italian	15,000	4-6	17 x 23"	All classes.
L'Eco di Catania	1917	W—Italian	4,000	4	13½ x 20"	Merchants; working class.
Fiamme Nere	1921	W—Italian	2,000	4	15 x 21"	Political people; merchants.
Il Giornale del Popolo	1919	ED—Italian	15,000	6	15 x 21"	Fascisti
Giornale dell' Isola	1915	MD-exMon—Italian	25,000	4-6	17 x 23"	All classes.
L'Intervista	1919	W—Italian	5,000	8-12	12 x 16"	Wealthier classes, especially women.
Lei e Lario	1906	W—Italian	2,600	4	13 x 19"	Political classes.
Il Messaggero di Sicilia	1923	W—Italian	2,000	4	15 x 21"	Merchants.
Le Pagine	1926	SM—Italian	2,000	4-6	10 x 13½"	Intellectual families.
Il Piccolo	1924	W—Italian	2,500	4	13½ x 19½"	Poorer classes.
Sicilia Industriale ed Agricola	1918	W—Italian	10,000	20	8 x 11"	Agriculturists, merchants and manufacturers.
Vedetta Artistica	1919	BW—Italian	1,000	4	13½ x 19½"	Theatrical
Il Vespro	1925	W—Italian	5,000	4-6	10½ x 15"	Political, commercial and industrial.
La Voce Commerciale	1925	W—Italian	10,000	6	16 x 24"	Manufacturers, merchants, and farmers.
La Voce del Povero	1925	SM—Italian	1,000	8	9 x 13"	Religious classes.
Magazines						
Ionica	1921	M—Italian	3,000	24	9½ x 13"	Better families.
Trade Publications						
Il Coltivatore Siciliano	1920	M—Italian	2,000	32-48	6½ x 9½"	Farmers.
Newspapers			**COMO**			
Gagliardetto	1921	SW—Italian	5,000	4	22 x 16"	Country people.
L'Ordine	1880	MD—Italian	5,000	4	21¾ x 16"	Country people.
Provincia di Como	1891	MD—Italian	10,000	6	22½ x 16¼"	Political, country people.
			CREMONA			
Il Regime Fascista	1922	MD-exMon—Italian	60,000	4-6	22½ x 16½"	Political of the Fascisti party; country people.
			FIUME			
La Vedetta d'Italia	1919	MD—Italian	9,500 X	4	35 x 52 cm.	All classes.
Trade Publications						
Bollettino Ufficiale della Camera di Commercio	1925	M—Italian	1,000 A	28	20 x 16 cm.	Merchants.
La Riviera del Carnaro	1923	M—Italian, German, Hungarian & French	1,500	28	35 x 52 cm.	Traveling Bureaus.
Newspapers			**GENOA**			
Caffaro	1875	MD—Italian	.....	6	15¼ x 21¼"	General circulation.
Il Cittadino	1872	MD—Italian	30,000	6	16¼ x 22"	Low class of readers.
Corriere Mercantile	1824	MD—Italian	.....	6	15½ x 21¼"	All classes, mainly business people.
Giornale di Genova	1922	MD—Italian	80,000	6	16½ x 22"	Good general class of readers.
Le Opere e i Giorni	1924	M—Italian	20,000	84	5 x 7¾"	Artistic and literary.
Il Secolo	1884	MD—Italian	80,000	6	16¾ x21¾"	Very good class of readers.
			GORIZIA			
La Voce di Gorizia	1923	D—Italian (E)	4,500 A	4	39 x 54 cm.	Merchants, farmers, etc.
			LECCO			
Il Nuovo Prealpino	1897	SW—Italian	15,000	4	22 x 16"	Country people.
Il Resegone	1881	W—Italian	20,000	6	22¾ x 17"	Country people.
			LEGHORN			
Gazzetta Livornese	1876	ED—Italian	30,000	6	18 x 22½"	All classes.
Il Telegrafo	1876	MD—Italian	30,000	6	18 x 22½"	All classes.
Trade Publications						
La Rivista Di Livorno	1926	M—Italian	800	30	9¾ x 6¾"	Chiefly artists.
Newspapers			**LUCCA**			
Il Popolo Toscano	1920	MD—Italian	16,000	6	16½ x 22½"	All classes.
Trade Publications						
La Lucchesia	1926	M—Italian	1,000	32	9¾ x 13½"	Business and commercial.
Newspaper			**MANTOVA**			
La Voce di Mantova	1920	MD-exMon—Italian	20,000	4	22¼ 16½"	Country people, Fascisti party.
			MESSINA			
L'Eco della Sicilia e delle Calabrie	1922	MD-exMon—Italian	20,000	4	18 x 24"	Professional men.
Gazzetta di Messina e delle Calabrie	1862	MD-exMon—Italian	15,000	4	16½ x 23"	Professional men.
			MILAN			
Corriere Della Sera	1875	MD—Italian	500,000	6-8	23½ x 17"	All classes.
Corriere dei Piccoli	1909	W—Italian	500,000	12	16 x 11½"	Children.
Domenica del Corriere	1899	W—Italian	1,000,000	16	11 x 15¾"	All Classes.
Il Popolo d'Italia	1911	MD—Italian	(E) 50,000 X	6-8	23¼ x 18"	Political—all classes (Fascisti Party).
Il Secolo, La Sera	1866	ED—Italian	90,000	6	23 x 16½"	All classes.
Il Sole	1864	MD—Italian	80,000	..	23½ x 17¾"	Trade, commercial and industrial.
Magazines						
La Lettura	1901	M—Italian	90,000	100	9½ x 6½"	Good class.
Il Romanzo Mensile	1903	M—Italian	50,000	80	9½ x 6½"	Good class.
Trade Publications						
L'Albergo in Italia	1925	M—Italian	9,000	90	9½ x 6¾"	Hotels, restaurants and service.
Associazione Cotoniersa Italiana	1906	M—Italian	3,000	200	12 x 8½"	Cotton
L'Auto Italiana	1920	SM—Italian	11,000	90	11¼ x 8"	Automobile
Auto Moto Ciclo	1920	SM—Italian	6,000	120	13¼ x 9½"	Automobile
Bollettino dell' Agricoltura	1866	W—Italian	4,000	4	21½ x 15"	Agriculturists.
La Federazione Medica	1920	SM*—Italian	30,000	34	11 x 7½"	Physicians.
Il Fracastoro, Bollettino Sanitario delle Tre Venezie	1905	M—Italian	3,500	36	9½ x 6¾"	Physicians, hospitals, etc.
Il Globo	1922	M—Italian	5,000	36	11¼ x 8¾"	Hotels and tourists.
L'Industria della Carta	1897	SM—Italian	.....	34	12½ x 8¾"	Paper industry.
Il Monitore Medico	1927	W—Italian	3,800	36	9½ x 6½"	Physicians.
Realta	1927	M—Italian	.....	112	10 x 7"	Rotary Club people.
Newspapers			**NAPLES**			
Corriere di Napoli	1878	ED—Italian	(E) 10,000 X	4	16 x 23"	General public.
Don Marzio	1889	ED—Italian	(E) 3,000 X	4	17 x 24"	General.
Il Giorno	1903	MD-exS—Italian (3 editions)	(E) 25,000 X	4	16 x 23"	General.
L'Italia	1910	W—Italian	(E) 1,000 X	4	11 x 16"	Local officials and politicians.
Il Mattino	1891	MD-exS—Italian (6 editions)	(E) 75,000 X	6	16 x 23"	General.
Il Mattino Illustrata	1923	W—Italian	(E) 100,000 X	16	11½ x 14¼"	General public.
Il Mezzogiorno	1917	MD-exMon—Italian (6 editions)	(E) 40,000 X	6	17 x 23"	General, leading fascisti organ.
Il Mezzogiorno Sportivo (Sport edition of Il Mezzogiorno)	1923	W—Italian	(E) 10,000 X	4	17 x 23"	Sportsmen.
Il Piccolo Marittimo	1884	W—Italian	(E) 500 X	4	16 x 22"	Shipping circles.
Il Quarantotto	1921	W—Italian	(E) 500 X	4	14 x 20"	General.
Roma	1865	ED-exS—Italian (4 editions)	(E) 50,000 X	6	16 x 23"	General public
Roma della Domenica	1920	W—Italian	(E) 50,000 X	6	16 x 23"	General public.
Tutti gli Sports	1923	W—Italian	(E) 40,000 X	16	11½ x 14"	General public
La Voce di Napoli	1918	W—Italian	(E) 3,500 X	4	16 x 23"	
Magazines						
L'Abate Taccarella	1912	M—Italian	(E) 500 X	28	8¼ x 12"	Theatrical profession.
Arte Lirica e Drammatica	1922	SM—Italian	(E) 500 X	4	15 x 21"	Musical and artistic.
La Basilicata nel Mondo	1923	M—Italian	(E) 15,000 X	80	8½ x 10¾"	Chiefly Italians who have lived or are living abroad.
Il Cafe Chantant	1896	SM—Italian	(E) 300 X	28	6¾ x 9½"	Theatrical profession.
Modella	1923	SM—Italian	(E) 8,000 X	16	12 x 14"	Women interested in fashions.
Scintilla	1905	W—Italian	(E) 1,000 X	4	11 x 16"	General.
Sei e Ventidue	1914	SW—Italian	(E) 3,000 X	4	14 x 20"	Middle and lower classes.

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PALERMO						
Newspapers						
L'Avvenire di Sicilia	1883	SW—Italian	(E) 4,000 A	4	16 x 21½"	Commercial; financial.
Avvisatore	1867	W—Italian	(E) 4,000 A	4	17 x 24"	Commercial; financial.
Corriere Marittimo Siciliano	1910	W—Italian	(E) 4,000 A	4	11½ x 23½"	Shipping and emigration.
Gazetto Commerciale	1898	W—Italian	(E) 3,000 A	4	16 x 23"	Commercial.
Giornale di Sicilia	1860	MD & ED—Italian	(E) 70,000 A	6	17 x 24"	All.
Giornale L'Ora	1899	MD & ED—Italian	(E) 25,000 A	6	17½ x 23¾"	All.
Sicilia Nuova	1924	MD & ED—Italian	(E) 10,000 A	6	17 x 23"	All.
PAVIA						
Il Popolo	1920	SW—Italian	10,000	4	22 x 10"	Country people.
Il Ticino	1891	W—Italian	5,000	4-6		Country people, political.
PISA						
Trade Publications						
Bollettino della Camara di Commercio e Industria di Pisa	1898	M—Italian	600	6	8½ x 12½"	Commercial.
ROME						
Newspapers						
La Gazzetta dello Sport	....	W*—Italian	(E) 50,000 A	3	415 x 575 mm.	All social class, especially youth and sport lovers.
Il Giornale d'Italia	1900	ED*—Italian	(E)200,000 A	3	415 x 575 mm.	General.
Il Messaggero	1878	MD*—Italian	.....	3	550 x 400 mm.	General.
Il Piccolo	1911	ED*—Italian	(E)100,000 A	3	415 x 575 mm.	All social class.
Il Popolo di Roma	1923	MD*—Italian	(E)150,000 A	3	415 x 575 mm.	All social class.
Il Tevere	1923	ED*—Italian	(E)100,000 A	3	410 x 595 mm.	All social class.
La Tribuna	1882	ED*—Italian	(E)175,000 A	3	530 x 385 mm.	All social class.
Trade Publications						
Radio Novita	1924	M—Italian. English and French	30,000	32-48	8½ x 10¾"	Radio amateurs.
SIRACUSA						
Newspapers						
Il Buon Fattore	1908	BM—Italian	1,100	24-32	7 x 10"	Agriculturists.
Siracusa, Rassegna Economica	1863	M—Italian	2,000	24	9½ x 13½"	Merchants.
SONDRIO						
Newspaper						
Popolo Valtellinese	1923	W—Italian	10,000	4	21 x 15"	Political.
TRIESTE						
Newspapers						
Il Piccolo	1881	MD—Italian	120,000	6	59½ x 42½ cm.	All classes of readers.
Il Piccolo della Sera	1881	ED—Italian	60,000	4	59½ x 42½ cm.	All classes of readers.
Il Popolo di Trieste	1919	MD—Italian	(E) 35,000 A	6	60 x 46 cm.	Industrial.
Magazines						
Mondo Femminile	1924	M—Italian	(E) 5,000 X	8	40 x 33 cm.	Women.
Trade Publications						
Bollettino della Camara di Commercio ed Industria	1920	M—Italian	(E) 1,000 A	50-60	20 x 35 cm.	Commercial.
Escienza Italica	1922	M—Italian	50,000	60-80	34 x 24 cm.	Politicians.
Economica	1923	M*—Italian	(E) 2,500 A	80	12 x 20 cm.	Trading people.
TURIN						
Newspapers						
La Gazzetta del Popolo	1848	MD & ED—Italian	200,000	8	17 x 21"	All classes.
			250,000	8	17 x 21"	All classes.
La Stampa	1866	MD & ED—Italian	250,000	8	17 x 21"	All classes.
Trade Publications						
Guida di Torino	1828	Yr—Italian & French	3,000	3,000	8½ x 4½"	Business.
Il Notiziario Chimico-Industriale	1926	M—Italian & French	(E) 2,000 L	20	9½ x 13½"	Chemical
UDINE						
Newspaper						
Il Commercio Friulano	1922	SM—Italian	(E) 8,000 A	4	70 x 50 cm.	Merchants.
VENICE						
Gazzetta di Venezia	1742	MD-exMon—Italian	(E) 50,000 R	6	16½ x 22¾"	Good.
Il Gazzettino	1887	ED-Mon only MD-exMon—Italian	(E) 140,000 X	6	22 x 16"	Laboring classes.

LATVIA

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
LIBAU						
Newspapers						
Kursemes Wahrds	1917	ED—Lettish	(E) 6,000 A	6	15¼ x 21¼"	Middle classes.
Strahdneeku Awise	1919	MD—Lettish	(E) 7,000 A	4	14½ x 21½"	Radical classes.
MITAU						
Semgales	1924	ED—Lettish	(E) 3,000 A	4	12½ x 18¼"	Conservative.
RIGA						
Balss	1924	W—Lettish	(E) 5,000 A	6-8	14 x 21"	Farming circles.
Brihwa Seme	1919	ED—Lettish	(E) 10,000 A 13,400 Sat.	4	17¼ x 22¼"	Principally Latvian farmers.
Brihwa Tehwija	1926	ED—Lettish	(E) 4,000 A	8	12 x 17½"	Principally members of the party of the "Houseowners."
Dos Folk	1920	ED—Yiddish	(E) 5,000 A	12-16	14 x 19¾"	Jews.
Jaunakas Sinas	1911	ED—Lettish	(E) 88,000 to (E) 100,000 A	12	12½ x 18½"	All classes.
Latvijas Sargs	1918	MD—Lettish	(E) 5,000 A	4	18 x 21½"	Conservative.
Latvis	1921	MD—Lettish	(E) 13,000 to (E) 15,000 A	8	14 x 19¾"	Conservative.
Pirmdiena	1925	W—Lettish	(E) 6,000 A	8-12	14 x 19½"	Principally the less conservative elements of the Farmers Union.
Rigas Sinas	1922	ED—Lettish	(E) 7,000 A	6	16½ x 22"	Middle classes.
Rigasche Rundschau	1869	ED—German	(E) 15,000 A	8-10	13¾ x 21"	All classes.
Sevodnia	1919	MD—Russian	(E) 17,000 to (E) 20,000 A	8	14¾ x 21½"	Russians and Jews.
Sevodnia Vecherom	1924	ED—Russian	(E) 11,000 to (E) 13,000 A	6	14¾ x 21½"	Russians and Jews.
Slovo	1925	ED—Russian	(E) 8,000 A	8	14 x 21"	All classes of Russians
Sozialdemokrats	1918	MD—Lettish	(E) 12,000 A	4	14 x 21¾"	Radicals.
Valdibas Vestnesis	1918	ED—Lettish	5,000	4	12½ x 18"	Persons interested in Government publications.
Trade Publications						
Die Woche im Bild	1924	W—German	(E) 6,000 A	20	9 x 11½"	German Balts of all classes.
Ekonomists	1920	SM—Lettish	.....	64-104	9 x 11½"	Merchants, manufacturers.
Jauna Nedela	1923	W—Lettish	(E) 6,000 A	24	9 x 12½"	Letts of all classes.
The Latvian Economist	1920	BM—English	.....	32-48	9 x 11½"	Merchants, manufacturers.
Latvijas Tirgotais	1912	M*—Lettish	(E) 5,000 A	72	8¾ x 11½"	Merchants of Lettish nationality.
Rigaer Wirtschafts-Zeitung	1926	W—German	(E) 2,500 A	20	9½ x 13"	Merchants.
Svari	1906	W—Lettish	(E) 5,000 A	8	9¼ x 13"	Letts of all classes.

LITHUANIA

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
KOVNO						
Newspapers						
Dzien Kowienski (Kovno Day)		ED*—Polish	(E) 1,500 X	4	19 x 12½"	Polish
Echo	1920	ED*—Russian	(E) 1,000 X	6	19¾ x 13¾"	Russian emigrants.
Golos Litvy (Lithuanian Voice)	1926	ED*—Russian	(E) 2,000 X	4	20 x 13¾"	Intellectual.
Lietuva (Lithuania)	1919	ED*—Lithuanian	(E) 10,000 X	6	18½ x 12½"	Business people.
Lietuvos Zinios (Lithuanian News)	1909	ED*—Lithuanian	(E) 6,000 X	4	12½ x 19"	All classes.
Litauische Rundschau (Lithuanian Observer)	1924	ED*—German	(E) 1,000 X	4	19 x 12½"	All classes.
Rytas (Morning)	1923	MD*—Lithuanian	(E) 2,000 X	4	27 x 19¾"	All classes.
Spaktyva (Binocle)	1924	M*—Lithuanian	(E) 3,000 X	16	12½ x 9.2"	Intellectual.
Yiddische Stimme (Jewish Voice)	1919	ED*—Yiddish	4,500	10	21¾ x 14¾"	All Jews.
Trade Publications						
Lietuvis	1924	W*—Lithuanian	1,600	18	11.7 x 8.7"	Intellectual.
Lietuvos Ukis (Lithuanian Agriculture)	1922	M*—Lithuanian	1,000	30	12.2 x 9.2"	Officials and farmers.
Lietuvos Ukiminkas (Lithuanian Farmer)	1905	W*—Lithuanian	8,000	16	12½ x 9½"	Farmers.
Talka	1919	BW*—Lithuanian	(E) 2,000 X	16	12.2 x 9.2"	Farmers.
MEMEL						
Newspapers						
Memeler Dampfboot (Steamship of Memel)	1849	ED*—German	(E) 7,000 X	8	14½ x 19½"	Intellectuals.
Memeler Morgenstimme (Morning Voice of Memel)	1926	MD*—German	(E) 500 X	4	21.3 x 15¼"	Merchants, officials.

ADVERTISING MEDIA OF EUROPE

MALTA

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers			**VALETTA**			
The Daily Malta Chronicle	1886	MD—English	6,000	18-20	16¾ x 11¾"	Maltese, English and Italian residents.
Lloyds Maltese	1840	ED—English and Italian	450	4	17 x 12"	Maltese, English and Italians engaged in shipping or commerce.
Malta	1883	ED*—Italian	1,000	4	23¼ x 17"	Maltese and Italians.
The Malta Herald	1904	ED—English and Italian	3,500	6-8	20 x 15"	Maltese, English and Italian.
Mercurius	1925	MD*—English & Italian	700	4	20 x 14¾"	Maltese and English commercial communities.
The Times of Malta and Progress	1921	W*—English and Maltese	2,000	14	14½ x 10"	Maltese and English.
Trade Publications						
General Guide	1900	Bi-Yr.*—English and Italian	6,000	500	7¼ x 4¾"	Commercial community and consuls, professional.
Official Directory	1896	Tri-Yr.—English	1,000	208	8 x 5¾"	Maltese and English.
Pronostcu Malti	1920	Yr.—Maltese	80,000	116	7 x 5"	Maltese.

NETHERLANDS

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers		**AMSTERDAM**				
De Courant-Het Nieuws Van Den Dag (U. S. 8)	1803	Dutch ED-exS*—	220,000	10-11 7-8	16¼ x 21½"	Middle and lower classes.
Nieuwe Amsterdamsche Courant Algemeen Handelsblad (U. S. 11)	1828	MD-exMon— ED-exS—Dutch		6-12 16-24	16 x 21¾"	Highest and middle class—a family paper.
De Telegraaf (U.S.8)	1892	MD-exMon*— ED-exS*— Dutch	110,000	10-12 14-16	16¼ x 21½"	Middle and better class.
Trade Publications						
De Banketbakkerij	1904	W*—Dutch	1,600	12	24 x 31 cm.	Confectioners. shopkeepers.
Nouveaute	1925	SM*—Dutch (E)	5,200 X	30-60	24 x 35 cm.	
Nederlandsch Weekblad voor Kruidenierswaren, Conserven en Comestibles	1895	W—Dutch	9,550	20	38 x 23 cm.	Wholesale and retail dealers in groceries.
		DRIEBERGEN				
De Garage	1926	BW—Dutch	3,000	20-28	12 x 8½"	Automotive
Newspapers		**THE HAGUE**				
De Avondpost	1885	ED-exS*—Dutch (E)	8,000 A	6-10	40 x 55 cm.	Middle class.
La Gazette de Hollande	1911	W—French and English (E)	2,000 A	4	47 x 57 cm.	Diplomatic
Haagsche Courant (U. S. 11)	1883	ED*—Dutch (E)	50,000 A	16-24	57 x 38 cm.	All classes, especially middle class.
Haagsche Post	1914	W*—Dutch	52,000	40-48	25 x 40 cm.	Wealthy
De Nederlander	1893	ED*—Dutch (E)	12,000 A	4-8	18½ x 25"	Better classes.
Het Vaderland (U. S. 11)	1878	MD* & ED*—Dutch (E)	10,000 A	MD4-6 12-16	58 x 47 cm. ED	Better class, liberal.
Magazines						
De Corinthian	1924	W—Dutch (E)	5,000 A	16	30 x 22½ cm.	High class sporting public.
Haagsch Maandblad	1924	M—Dutch (E)	3,500 A	112-128	11 x 19 cm.	The Better situated intellectual public.
De Kamploen	1883	W—Dutch (E) (E)	60,000 to 65,000 A	32	16 x 22½ cm.	Tourists.
Maandblad van de Afd's-Gravenhage der Nederlandsche Reisvereeniging	1916	M—Dutch (E)	1,500 A	12	24 x 32 cm.	Middle class.
Trade Publications						
Auto-Leven	1912	W—Dutch (E)	7,500 A	70	15 x 22 cm.	Automobile
Bedrijfsauto	1920	W*—Dutch (E)	3,000 X	32-36	11½ x 9"	Members of Association of Commercial car Owners.
Binnonvaart	1922	W*—Dutch (E)	3,000 X	24-28	11½ x 9"	Members of Association of Inland Shippers.
Bouwbedrijf	1924	BW*—Dutch (E)	2,000 A	40	24.5 x 32 cm.	Persons connected with building trade.
Het Gas	1880	SM*—Dutch (E)	800 A	60	7½ x 10½"	Gas engineers.
Graficus	1917	W*—Dutch (E)	5,000 A	20	23 x 28½ cm.	Printers, blockmakers, bookbinders, paper dealers.
Trade Publications						
De Ingenieur	1886	W*—Dutch (E)	5,000 A	32	30 x 24 cm.	Engineers, architects, surveyors and public authorities.
Magnus	1909	SM—Dutch (E)	500 A	8	8 x 11"	Bookbinders.
De Nederlandsche Werkgever	1926	W—Dutch (E)	2,000 A	12	21 x 33 cm.	Industrialists.
Officieel Orgaan van den Algemeenen Nederlandschen Zuivelbond F.N.Z.	1905	W—Dutch (E)	3,500 A	12-16	24½ x 32 cm.	Managers cooperative and non-cooperative dairies and dairy export societies.
Het Schip	1919	BW*—Dutch (E)	1,000 A	24-32	24½ x 32 cm.	Persons in the shipping and shipbuilding branches.
De Schoen	1912	W—Dutch (E)	5,000 A	16	44 x 28 cm.	Shoe and leather
Storkstroom	1923	BW*—Dutch (E)	1,000 A	24-32	24½ x 32 cm.	Persons in the electro-technical branch.
Het Vakblad der Waschindustrie	1906	M—Dutch (E)	1,500 A	24-32	29½ x 23 cm.	Launderers
Water en Gas	1917	BW*—Dutch (E)	1,000 A	16	24½ x 32 cm.	
Weldon's Hollandsch Bijvoegsel	1925	M—Dutch (E)	35,000 A	8	23½ x 31 cm.	The better class of ladies.
Newspapers		**HELMOND**				
De Nieuwe Eeuw	1916	W*—Dutch (E)	10,000 A	32	14 x 20"	Better class.
		'S-Hertogenbosch				
Provinciale Noord-Brabantsche en 's-Hertogenbossche Courant	1771	ED-exS*—Dutch (E)	15,000 A	8	16-20	14½ x 20"	All classes.
Weekblad van den Noord-Brabantsch Christelijken Boerenbond	1922	W*—Dutch (E)	30,000 A	8-10	39½ x 54½ cm.	Farmers.
		LEIDEN				
Panorama	1923	W—Dutch (E)	20,000 A	16	29 x 40 cm.	Better and middle classes.
Het Rijk der Vrouw	1924	W—Dutch (E) (E)	45,000 to 50,000 A	18-22	21 x 30 cm.	Women of all classes—especially middle class.
Magazines						
Lawn Tennis	1922	20 times a year Dutch (E)	2,250 A	16	24½ x 35 cm.	Sportsmen.
Maandblad van de Nederlandsche Vereeniging van Huisvrouwen	1912	M—Dutch (E) (E)	20,000 to 25,000 A	32	23 x 14 cm.	Members of Dutch Association of Housewives.
Newspapers		**ROTTERDAM**				
Dagbad van Rotterdam	1878	ED*—Dutch (E)	35,000 A	10-24	15 x 18¾"	Middle class
De Maasbode	1868	MD-exMon*—Dutch ED-exS*— (E)	24,000 A	12-16	54 x 40 cm.	High and middle classes, the well-to-do Roman Catholic public.
Nieuwe Rotterdamsche Courant (U.S.11)	1843	MD-exMon*—Dutch ED-exS*— (E)	55,000 A	8-12 16-24	MD 45 x 60 cm. ED	First class and better middle class.
Rotterdamsche Nieuwsblad	1878	ED-exS*—Dutch (E)	103,000 A	20-24	56 x 40 cm.	Middle class.
Voorwaarts	1920	ED-exS*—Dutch	30,000	12-16	14½ x 20½"	Organized Labor.
Wereldkroniek (U.S. 11)	1893	W*—Dutch (E)	20,000 A	20	360 x 255 mm.	Better class.
Trade Publications						
Het Algemeen Zuivel & Melkhygienisch Weekblad	1904	W*—Dutch (E)	3,000 A	26	270 x 175 mm.	Managers of dairy unions, milk factories, etc.
Economisch-Statistische Berichten	1914	W*—Dutch (E)	6,500 A	48	270 x 170 mm.	Leading men of commercial, industrial and financial concerns.
Maandblad voor Kleermakers en Coupeurs	1907	M—Dutch (E)	1,750 A	16	32 x 24 cm.	Merchant tailors and cutters.
Octrooi-en Merkenblad	1916	M*—Dutch (E)	1,000 A	8	168 x 225 mm.	Heads of commercial enterprises.
De Reclame	1922	M—Dutch	1,500	60	19½ x 26½ cm.	Advertising.
		TILBURG				
De Schoenindustrie	1900	SM*—Dutch (E)	550 A	16	32 x 24 cm.	Shoe and leather mfrs., in Holland.
		WASSENAAR				
Accountancy	1902	M—Dutch (E)	2,000 A	16	12 x 9"	Bookkeepers and accountants.
Maandblad voor het Boekhouden	1893	M—Dutch (E)	5,000 A	32-48	12 x 9"	Businessmen, bookkeepers, accountants, etc.

(Continued on page 322)

ADVERTISING MEDIA OF EUROPE

NORWAY

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
AALESUND						
Aalesunds Avis	1917	ED	5,000	6-8	550 x 400 mm.	
Sunnmorsposten	1882	D	10,000	6	490 x 346 mm.	
			Sat. 10,500	8		
Trade Publication						
Pelsdyrbladet	1926	SM	700	8	250 x 170 mm.	
Newspapers						
BALESTRAND						
Sogningen	1897	SW	2,000	4	610 x 410 mm.	
BERGEN						
Arbeidet	1893	ED	(E) 12,000	6-8	500 x 336 mm.	
Bergens Aftenblad	1765	ED	(E) 16,000	8-16	500 x 350 mm.	
Bergens Arbeiderblad	1927	ED	12,000	8	500 x 350 mm.	
Bergens Tidende	1868	ED	25,500	21	500 x 355 mm.	
Bombladet	1913	4 ts. W	(E) 2,000 X	4	50 x 35 cm.	
Dagen	1919	ED	11,000	8-16	505 x 360 mm.	
Fjordposten	1923	SW	(E) 2,500 X	4	310 x 225 mm.	
Gula Tidend	1904	ED	(E) 4,000 X	8	.....	
Morgenavisen	1902	MD	(E) 10,000 X	8-16	480 x 350 mm.	
Magazines						
A/S Gymnasiastbladet	1924	Qt.	5,000	6	400 x 560 mm.	
Bergens Mentighetspleiers Fastlegsavd	1923	M	4,000	4	275 x 170 mm.	
Maanedsbladet	1895	M	1,000	12	180 x 280 mm.	
Samtsandet	1898	W	12,000	4	410 x 280 mm.	
Samfundet	1922	BW	4,500	8	375 x 275 mm.	
Trade Publications						
Fiskets Gang	1909	W	1,650	12	21½ x 18° mm.	
Kjøbmanden	1926	M	600	16	280 x 210 mm.	
Norsk Fiskeritidende	1882	M	1,500	40	150 x 220 mm.	
Posthladet	1908	SW	2,500	8-12	240 x 170 mm.	
Programbladet	1926	W	5,000	20	320 x 223 mm.	
Newspapers						
EGERSUND						
Dalernes Tidende	1884	SW	(E) 1,600 A	4	420 x 380 mm.	
FLORO						
Firda Folkeblad	1905	SW	2,000	4	520 x 360 mm.	
Nordre Bergenhus Amtstidende	1872	Tri-W	1,500	4	495 x 360 mm.	
FORDE						
Tinglaesningstidende for Fjordane	1927	SM	.....	4	400 x 190 mm.	
HAUGESUND						
Haugesunds Avis	1895	ED	(E) 6,000 A	6-8	500 x 345 m.	
Haugesunds Dagblad	1879	ED-exS	4,500 A	6-8	490 x 335 mm.	
HOIANGER						
Fritt Folk	1919	SW	1,000	4	600 x 320 mm.	
MAALOY						
Fjordenes Tidende	1909	SW	1,400	4-6	503 x 348 mm.	
NORDFJORDEID						
A/S Fjordabladet	1873	Tri-W	2,200	4	40 x 50 cm.	
NORHEIMSUND						
Hordalands Folkeblad	1873	SW	1,950	4	500 x 700 mm.	
ODDA						
Hardanger	1913	SW	2,700	4	600 x 400 mm.	
Odda Nyhetsblad	1925	W	1,500	4	300 x 250 mm.	
ORSTAVIK						
Orsta Avis	1926	W	900	4	425 x 280 mm.	
Trade Publications			**OSLO**			
Den Norske Barber and Frisor	1903	M	500	14	225 x 150 mm.	
Norges Industri	1895	W	2,000	12	210 x 297 mm.	
Norges Utenrikshandel	1918	SM	.....	28	210 x 297 mm.	
Norsk Motorblad	1914	SM	5,000	60	18 x 27 cm.	
Norwegian Trade Review	1918	BM	4,500	32	210 x 297 mm.	
Papir-Journalen	1913	SM	.....		300 x 230 mm.	
Teknisk Ukeblad	1854	W	4,400	14	167 x 248 mm.	
Newspapers						
Avisen	1893	SW	8,000	4-8	.....	
Dagbladet	1858	MD & ED	39,000	8-16	39.5 x 55 cm.	
Dagens Nyt	1908	MD	12,000	4-8	.....	
Morgenbladet	1819	MD	22,000	10-12	40 x 60 cm.	
Morgenpostens Landsutgave	1898	Tri-W	12,000	4-8	.....	
Norges Handels og Sjofartstidende	1889	ED	21,000	10	480 x 400 mm.	
Oslo Nyheds-og Avertissements Blad	1861	MD	50,000	6-16	.....	
Tidens Tegn (U.S.4)	1910	MD-exS	60,000	....	.....	
Magazine						
Hjemmet	1911	W	176,000	32	270 x 370 mm.	
Newspapers			**SANDANE**			
Nordfjord	1896	SW	1,100	4	520 x 720 mm.	
STAVANGER						
A/S Stavanger Aftenblad	1892	ED-exS	(E) 17,475 A	8-12 16	D..... Sat.	
A/S Stavangeren	1916	ED-exS	(E) 7,500 A	8 16	D..... Sat.	
I-Ste Mai	1895	ED-exS	(E) 4,500 A	4 6	..... Sat.	
Missionsselskapets Barneblad	1896	SW	(E) 12,000 A	8	260 x 185 mm.	
Norsk Missionstidende	1842	W	(E) 22,000 A	8	350 x 265 mm.	
Rogaland	1925	ED-exS	(E) 6,000 A	8	.....	
Stavanger Socialdemokrat	1920	SW	(E) 1,500 A	4-6	.....	
Magazines						
Bondeungdomslaget	1917	M	(E) 500 A	12-18	220 x 160 mm.	
Molboposten (Morons' Post)	1924	BW	4,000	12	.....	
Norsk Brandfunktionaertidende	1911	M	(E) 700 A	16	270 x 200 mm.	
Rogalands Ungdomslag	1918	M	(E) 1,000 A	16	240 x 130 mm.	
Vorden Venter (The World Is Waiting)	1922	M	(E) 1,500 A	8	260 x 195 mm.	
Trade Publications						
Norsk Tekstiltidende	1919	M	(E) 260 A	26-30	220 x 290 mm.	
Tidsskrift for Hermetikindustri	1914	M	(E) 600 A	24	280 x 220 mm.	
Newspapers			**SUNNFJORD**			
Bygdabladet	1925	W	750	4	430 x 290 mm.	
			SOGN			
Sogns Avis	1926	W	1,000	4	530 x 650 mm.	
			VOSS			
Hordaland	1893	SW	2,600	4	.....	

POLAND

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers						
BYDGOSZOZ						
Gazeta Bydgoska	1922	MD—Polish	(E) 3,000 A	10	540 x 370 mm.	General
CRACOW						
Czas	1850	MD—Polish	(E) 6,000 A	8	445 x 400 mm.	General
Glos Narodu	1894	MD—Polish	(E) 8,000 A	6	360 x 235 mm.	General.
Illustrowany Kurjer Codzienny	1910	MD—Polish	(E) 80,000 to (E)100,000 A	16	365 x 220 mm.	General.
Naprzod	1892	MD—Polish	(E) 6,000 A	8	368 x 248 mm.	Working classes
Nowa Reforma	1881	MD—Polish	(E) 15,000 A	4	500 x 400 mm.	General.
Piast	1913	W—Polish	(E) 8,000 A	16	245 x 188 mm.	Farmers.
GRUDZIADZ						
Gazeta Grudziadzka	1896	Tri-W—Polish	(E) 60,000 A	4	370 x 250 mm.	Country population.
Glos Pomorski	1921	MD-exS—Polish	(E) 5,000 A	8	410 x 275 mm.	General.

(Continued on page 323)

"Ask TIDENS TEGN about NORWAY"

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ADVERTISING MEDIA OF EUROPE

POLAND—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
KATOWICE						
Kattewitzer Zeitung	1869	MD—German	(E) 25,000 A	8	420 x 280 mm.	German population
Polonia	1924	ED—Polish	(E) 25,000 A	10	410 x 280 mm.	General.
Trade Publication						
Zeitschrift des Oberschlesischen Berg- und Huttenmanischen vereins zu Katowice.	1862	M—German	(E) 3,000 A	60-70	230 x 180 mm.	Steel executives.
Newspapers						
LODZ						
Freie Presse	1922	MD-exMon.—German	(E) 8,000 A	6	390 x 265 mm.	German population.
Kurjer Lodzki	1901	MD—Polish	(E) 10,000 A	12	417 x 280 mm.	General.
Republika	1923	MD—Polish	(E) 10,000 A	8	410 x 278 mm.	General.
LWOW						
Chwila	1919	MD—Polish	(E) 15,000 A	12	335 x 245 mm.	Progressive Jews.
Dilo	1883	MD-exMon—Ukrainian	(E) 12,000 A	6	400 x 260 mm.	Ukrainians.
Gazeta Poranna	1910	MD—Polish	(E) 10,000 A	12	360 x 247 mm.	General.
Slowo Polskie	1896	MD—Polish	(E) 8,000 A	12	400 x 262 mm.	General.
Wiek Nowy	1901	ED—Polish	(E) 12,000 A	16	272 x 224 mm.	General.
Newspapers						
POSEN						
Dziennik Poznanski	1858	MD—Polish	(E) 15,000 A	8	480 x 335 mm.	General.
Kurjer Poznanski	1906	MD & ED—Polish	(E) 35,000 A	4 & 6	400 x 270 mm.	General.
Posener Tageblatt	1862	MD—German	(E) 10,000 A	6	310 x 280 mm.	German population.
Przewednik Katolicki	1896	W—Polish	(E)155,000 A	20	265 x 203 mm.	Country and small town population.
Newspaper						
TORUN						
Slowo Pomerskie	1920	MD—Polish	(E) 3,000 A	12	420 x 295 mm.	General.
Newspapers						
WARSAW						
A. B. C.	1926	ED-exS—Polish	(E) 15,000 A	8	410 x 285 mm.	General.
Express Poranny	1922	MD—Polish	(E) 45,000 A	4	480 x 330 mm.	General.
Gazeta Swiateczna	1881	W—Polish	(E) 25,000 A	12	300 x 212 mm.	Country population.
Gazeta Warszawska Poranna	1774	MD—Polish	(E) 20,000 A	10	400 x 270 mm.	General.
Glos Codzienny	1926	MD—Polish	(E) 25,000 A	4	415 x 280 mm.	Working classes.
Glos Prawdy	1926	MD—Polish	(E) 15,000 A	6	480 x 330 mm.	General.
Hajnt	1909	MD-exSat.—Yiddish	(E) 25,000 A	6	475 x 330 mm.	Orthodox Jewish population.
Kurjer CZerwony	1922	ED-exSun—Polish	(E) 40,000 A	4	480 x 330 mm.	General.
Kurjer Polski	1897	MD—Polish	(E) 6,000 A	10	420 x 300 mm.	General.
Kurjer Poranny	1877	MD—Polish	(E) 40,000 A	6	400 x 344 mm.	General.
Kurjer Warszawski	1820	MD & ED—Polish	MD 25,000 ED 40,000 Sunday 50,000	6 MD 18-24 ED	355 x 250 mm.	General.
Der Moment	1910	MD-exSat.—Yiddish	(E) 30,000 A	12	480 x 343 mm.	Orthodox Jewish population.
Nasz Przeglad	1923	MD—Polish	(E) 25,000 A	10	415 x 280 mm.	Jewish population.
Robotnik	1895	MD—Polish	(E) 6,000 A	6	460 x 300 mm.	Working classes.
Rzeczpospolita	1919	MD—Polish	(E) 12,000 A	8	410 x 295 mm.	General.
Warszawianka	1924	MD—Polish	(E) 6,000 A	4	390 x 260 mm.	General.
Magazines						
Swiat	1906	W—Polish	(E) 12,000 A	24	270 x 185 mm.	General.
Tygodnik Ilustrowany	1859	W—Polish	(E) 15,000 A	16	320 x 240 mm.	General.
Trade Publications						
Auto	1922	M—Polish	(E) 6,000 A	32	280 x 190 mm.	Motor car owners
Gazeta Rolnicza	1861	W—Polish	(E) 3,500 A	24	260 x 177 mm.	Large landowners.
Przeglad Gospodarczy	1920	SM—Polish	(E) 2,000 A	40-50	260 x 185 mm.	Industrial
Przeglad Techniczny	1875	W—Polish	(E) 3,000 A	30-40	284 x 203 mm.	Engineers.
Tygodnik Handlowy	1918	W—Polish	(E) 5,000 A	16	410 x 267 mm.	Wholesale and retail trade.
Newspaper						
WILNA						
Dziennik Wilenski	1915	MD-exMon.—Polish	(E) 4,000 A	4	450 x 320 mm.	General.

PORTUGAL

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers						
LISBON						
Diario de Lisboa	1920	ED-exS—Portug.	(E) 25,000 X	8	11½ x 16"	Better class of people.
Diario de Noticias	1864	MD—Portug.	(E)120,000 X	8	18 x 25½"	All classes.
O. Jornal do Commercio das Colonias	1853	Md-exMon—Portug.	(E) 12,000 X	4	19½ x 26"	Chiefly business people.
O Seculo	1880	MD—Portug.	(E)100,000 X	8-10	16 x 23"	All classes.
Magazines						
A. B. C.	1919	W*—Portug.	(E) 25,000 X	24	12½ x 9"	Better class of people.
Illustracao	1926	BW*—Portug.	(E) 28,000 X	40	10 x 13½"	Better class of people.
Newspapers						
OPORTO						
O Commercio do Porto	1854	MD-exMon*—Portuguese	26,500	6-8	44½ x 59cm.	Commercial
Jornal de Noticias	1887	MD-exMon*—Portuguese	45,000	6-8	53 x 36½ cm.	General
O Primeiro de Janeiro	1868	MD-exMon*—Portuguese	45,000	6-16	64 x 45 cm.	All classes.

THE AZORES

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers						
PONTA DELGADA (St. Michaels)						
Correio dos Acores	1920	MD—Portug.	2,130	2	28 x 18"	General reading public.
O Democrata	1926	W—Portuguese	500	4-6	18 x 13½"	General reading public.
Diario dos Acores	1870	ED—Portug.	4,500	2	22½ x 16"	General reading public.

MADEIRA

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers						
FUNCHAL						
Diario da Madeira	1912	MD—Portuguese	3,000	4	20⅝ x 14½"	General public.
Diario de Noticias	1873	MD—Portuguese	5,500	4	21 x 14⅝"	General public, and particularly business men.
Correio da Madeira	1922	W—Portuguese	1,000	4	17½ x 13½"	General public, particularly Catholics.

ROUMANIA

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspaper						
ARAD						
Erdelyi Hirlap	1916	MD—Hung.	(E) 8,500 X	8-12	355 x 240 mm.	All classes of Hungarian population of Transylvania.
Magazine						
BARLAD						
Graiul Nostru	1925	M—Rumanian	1,500	20	193 x 126 mm.	All interested in literature.
Newspapers						
BAZARGIC						
Dobrogea Noua	1920	W—Rumanian & Bulgarian	3,000	2	510 x 410 mm.	All classes.
Posta	1924	MD—Rumanian & Bulgarian	3,000	2	480 x 330 mm.	Merchants, farmers, etc.
Magazine						
BESSARABIA						
Revista de Sah	1925	SM—Rumanian	200	16	180 x 125 mm.	Professional and amateur chess players.
Newspaper						
BISTRITA						
Bistritzer Deutsche Zeitung	1912	SW*—German	3,000	4-6	420 x 280 mm.	All classes of Germans of Transylvania.
Magazine						
BLAJ						
Unirea	1890	W—Rumanian	2,000	4	355 x 250 mm.	Clergymen, school teachers, etc.
Newspapers						
BRAILA						
Curierul	1919	ED—Rumanian	8,000	2	580 x 425 mm.	All classes.
Dunarea de Jos	1921	ED—Rumanian	3,500	4	420 x 280 mm.	All classes.
Flugerul	1923	W—Rumanian	5,000	2	525 x 350 mm.	All classes.
Trade Publications						
Buletinul Economic Din Braila Si Galati cu ultimele preturi	1924	W—Rumanian	10,000	12	280 x 210 mm.	Merchants, farmers, etc.
Romania Filatelica (La Roman Philatelique)	1923	M*—Rumanian, French, English German & Italian	6,450	24-32	130 x 200 mm.	Collectors and postage stamp dealers.
Newspapers						
BRASOV						
Brassoi Lapok	1894	ED*—Hung.	15/16,000	10-16	360 x 240 mm.	Hungarian population of Rumania.

(*Continued on page 324*)

ADVERTISING MEDIA OF EUROPE

ROUMANIA—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
BUCHAREST						
Advarul	188	ED—Ruman.	(E) 50,000 X	4-6	570 x 400 mm.	All classes.
Argus	1910	MD*—Rumanian & French	(E) 25,000 X	6-12	570 x 400 mm.	Business men
Bukarester Gemeindeblatt	1901	W—German	1,000	4-8	220 x 175 mm.	Members of the Evangelic community.
Curentul Studentesc	1924	W—Rumanian		2-4	590 x 445 mm.	Students, professors, etc.
Cuvantul	1924	MD*—Rumanian	18,500	4-8	570 x 400 mm.	All classes.
Danubiul	1903	W—Rumanian		4	570 x 400 mm.	Merchants.
Dimineata	1904	MD—Ruman.	(E)100,000 X	12	490 x 400 mm.	All classes.
Ideea Europeana	1919	SM—Rumanian	2,500	4	415 x 270 mm.	Literary people, students.
Junimea Evree	1922	M—Rumanian	5,000	52	180 x 110 mm.	Middle class of Rumanian-Jews.
Lupta	1921	MD—Ruman.	(E) 30,000 X	4-6	570 x 400 mm.	All classes.
Nasa Reci (Parerea Noastra)	1922	ED—Russian		4	570 x 425 mm.	All classes of Russians.
Neamul Evreesc	1908	W*—Ruman.	35,000	2-4	570 x 400 mm.	Jewish
Posta Taranului	1923	W*—Ruman.	50,000	4	570 x 400 mm.	Rural
Rampa	1913	MD—Ruman.	25,000	4-8	570 x 400 mm.	All interested in sports, theatrical, artistic, etc.
Renasterea Noastra	1925	W—Rumanian	10,000	8	400 x 225 mm.	Jewish
Taranismul	1925	W—Rumanian	10,000	8	270 x 185 mm.	Rural population.
Universul	1884	MD*—Ruman.	(E)150,000 X	6-12	570 x 400 mm.	All classes.
Universul Copiilor	1925	W—Rumanian	25,000	16-20	260 x 180 mm.	Children.
Vestitorul Asiguratului		M—Rumanian	60,000	4	430 x 295 mm.	All classes
Vûtorul	1907	ED*—Ruman.	(E) 20,000 X	4-6	570 x 400 mm.	Middle classes.
Magazines						
Dimineata Copiilor	1922	W—Ruman.	30,000	16	220 x 175 mm.	Children.
Furnica	1904	W—Ruman.	10,500	12	255 x 185 mm.	Middle classes.
Noua Maternitate	1923	M—Ruman.	4,000	16	175 x 110 mm.	Young mothers.
Pardon	1922	W—Ruman.	18,000	12	305 x 235 mm.	All classes (humorous).
Periszkop	1924	M—Hungar.	15,000	48-64	225 x 150 mm.	All interested in literature.
Propilee Literare	1926	SM—Ruman.	10,000	34	185 x 245 mm.	Intellectual classes.
Revista Galanta	1923	SM—Ruman.	25,000	12	280 x 200 mm.	All classes.
Revista Vanatorilor	1920	M—Ruman.		20	270 x 190 mm.	Rich sportsmen, estate owners, etc.
Romania Eroica	1920	M—Ruman.	2,000	24	220 x 135 mm.	All classes.
Saison	1926	M*—Ruman.	5,000	36	240 x 320 mm.	Higher middle classes.
Stiri Din Lumea Evreeasca	1921	W—Ruman.	12,000	16	280 x 200 mm.	All classes of Jewish population of Rumania.
Universul Literar	1884	W—Ruman.	20,000	14-18	345 x 225 mm.	All classes.
Voselia	1894	W—Ruman.	25,000	12-18	345 x 225 mm.	All classes (humorous)
Trade Publications						
Almanachul Calendarul Universului.	1884	Yr.—Ruman.	50,000	280-350	120 x 200 mm.	All classes.
Analele Bancilor	1919					
Les Annales des Banques		M—Ruman. & French	2,000	48-96	220 x 150 mm.	Bankers.
Anuarul Romaniei Pentru Comert Industrie Meserii Si Agricultura	1925	Yr*—Ruman. & French Hungarian, German, Russian, English Italian, etc.	3,000	3000	260 x 170 mm.	All Business.
Buletinul Callor Ferate Romane	1913	M*—Ruman. & French	10,000	36-60	270 x 200 mm.	Railway
Automobile & Sport	1926	M—Ruman.	5,000	24	250 x 170 mm.	
Buletinul Camerei de Comert Si Industrie	1902	M—Ruman. & French	3,000	70-168	270 x 180 mm.	Members of Chambers of Commerce
Buletinul Educatiei Fizico	1923	M—Ruman.	5,000	20	260 x 185 mm.	All interested in physical education.
Buletinul Institutului Economic Romanesc	1922	M*—Ruman.	2,000	90	190 x 120 mm.	Banks, commercial, etc.
Bulletin de la Section Scientifique	1914	M—French or German	1,200	32	180 x 110 mm.	Professors, Universities, Scientists, etc.
Buletinul Medico-Terapeutic	1924	M—Ruman.	2,000	40	190 x 110 mm.	Physicians.
Bursa (La Bourse, The Exchange)	1902	W—Ruman. & French	10,000	32	270 x 185 mm.	All engaged in finances, commerce, industry.
Cinema	1924	SM—Ruman.	5,000	60-100	200 x 130 mm.	Motion picture industry.
Democratia	1914	M—Ruman.	5,000	70-130	180 x 125 mm.	Financial, social and political circles.
L'Economiste Roumain	1924	M—French and English	1,800	35-50	210 x 260 mm.	All interested in economic matters.
Independenta Economica	1918	Qt.—Ruman.	1,600	56-70	190 x 115 mm.	Science of Economics.
Informatorul Technic	1922	SM—Rumanian French & German	2,500	28-36	265 x 190 mm.	Engineers.
Monitour Du Petrole Roumain	1900	SM—Ruman. & French	3,200	60-80	240 x 155 mm.	Oil business
Monitorul Forestier	1921	SM*—Rumanian, French and German	3,000	20-28	245 x 185 mm.	Lumber industry.
Monitorul Lucrarilor Publice	1923	W*—Ruman.	1,300	20	225 x 170 mm.	Architects
Pandectele Romane.	1921	M—Ruman. & French	4,000	190	260 x 185 mm.	Attorneys.
Pandectele Saptamanale	1925	W—Ruman.	5,000	34	200 x 155 mm.	Lawyers.
Presa Dentara	1920	M—Ruman.	1,500	32-40	200 x 125 mm.	Dentists.
Revista de Hidrologie Medicala Si Climatologie Fisioterapie si Dietica	1922	Bi-M—Ruman. & French	700	16-20	255 x 190 mm.	Physicians, druggists, etc.
Revista de Obstetrica Ginecologie, Puericultura	1920	5 times a year—Ruman., French German	1,500	20-100	190 x 110 mm.	Physicians.
Revista Dentara Romana	1920	M—Rumanian, French & German	2,000	8-20	270 x 200 mm.	Dentists.
Revista Farmaciei	1880	M—Ruman.	1,200	32-48	180 x 110 mm.	Pharmaceutical, chemists.
Revista Generala de Comert si Contabilitate	1908	M—Rumanian & French	6,000	44-64	185 x 110 mm.	Bank clerks.
Revista Horticola	1923	M—Rumanian, French & German	1,000	16	180 x 115 mm.	Horticulturists, farmers, etc.
Revista Industriala	1896	M—Ruman.	5,000	16	200 x 160 mm.	Engineers.
Revista Stiintelor Medicale	1906	M—Ruman.	2,500	96	180 x 110 mm.	Physicians.
Romania Medicala	1923	SM—Ruman.	5,000	16	275 x 200 mm.	Surgeons.
Romania Militara	1873	M—Ruman.	14,000	112-160	190 x 110 mm.	Army and Navy officers.
Romania Petrolifera	1921	Tri-M—Ruman. French	6,500	4-6	595 x 410 mm.	Oil industry.
Stiu-Tot	1925	M—Ruman.		12	275 x 195 mm.	Intellectuals.
Universul Cu Patron	1926	W—Ruman. & French	12,000	8	600 x 440 mm.	All classes fashions.
Viata Artistica	1924	SM—Rumanian, German and some Hung.	5,000	6-10	280 x 200 mm.	Theatrical.
Ziarul Stiintelor Si Al Cala Torilor	1896	W—Ruman.	20,000	16-20	280 x 200 mm.	Scientifically educated classes.
CARAS						
Magazine						
Banatul	1924	M—Rumanian, German and Hungarian	2,000	64	180 x 130 mm.	All interested in literature.
CAREI						
Newspaper						
Nagykaroly es Videke	1881	SW—Hungar.	1,400	4	565 x 235 mm.	All classes.
CERNAUTI						
Czernowitzer Allgemeine Zeitung	1903	MD*—German	16,000	8-12	410 x 280 mm.	All classes.
Der Stral	1919	W—Hebrew	5,000	2	410 x 280 mm.	Jewish working class.
Magazine						
Heimat	1919	W—German		4	410 x 270 mm.	All classes.
Trade Publications						
Bukowinaer Holzrundschau		M*—German	2,000	4	410 x 270 mm.	Building contractors, lumber merchants, etc.
CHISINAU						
Newspapers						
Bessarabscaia Posta	1922	MD—Russian	15,000	4	490 x 290 mm.	All classes.
Bessarabscoe Slovo	1922	MD—Russian	15,000	4-6	520 x 360 mm.	All classes.
Dreptatea	1920	W—Ruman.	9,000	4	430 x 290 mm.	All classes.
Erd un Arbet	1920	W—Hebrew	3,500	4	445 x 295 mm.	Lower middle classes
Unser Zeit	1922	MD—Hebrew	30,000	4-6	500 x 345 mm.	Tradesmen.
Trade Publications						
Buletinul Asociatelei Profesionale a Medicilor Din Orasul Chisinau	1924	M—Rumanian & Russian	1,500	30-40	255 x 185 mm.	Physicians.
Buletinul Camerii de Comert Si Industrie si al Bursei de Cereale si Marfuri	1919	M—Ruman.	500	60-90	250 x 185 mm.	Manufacturers, merchants, exporters, etc.
CLUJ						
Newspapers						
Clujul Romanesc	1923	W—Ruman.	5,000	4	430 x 265 mm.	All classes.
Ellenzek	1879	ED—Hungarian		10-16	360 x 245 mm.	All classes.
Foaia Noastra	1926	W—Ruman.	3,000	8	360 x 240 mm.	Rural population of Transylvania.
Uj Kelet	1918	MD*—Hungar.	12,000	8-10	360 x 240 mm.	Merchants.

ADVERTISING MEDIA OF EUROPE

ROUMANIA—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Magazines						
Cosinzeana	1911	MD*—Ruman.	1,500	16	255 x 185 mm.	Literature.
Renasterea	1923	W—Ruman.	600	8-16	235 x 165 mm.	Clergymen.
Trade Publications						
Revista Farmaciei	1923	SM*—Rumanian & Hungarian		24	200 x 130 mm.	Chemists and drugists.
Gyogyszereszi Folyoirat						
Revista Forestiera	1922	SM—Rumanian, Hungarian & German	1,500	12	240 x 185 mm.	All engaged in the lumber industry.
Faipari Szemle						
Societatea De Maine	1924	W*—Ruman.	6,000	20	250 x 185 mm.	Merchants.
Trade Publications		**CONSTANTA**				
Buletinul Camerei de Comert si Industrie	1889	M—Ruman.	550	50-70	150 x 92 mm.	Merchants, mfrs., exporters, etc.
Revista Corcului Farmacistilor Din Constanta	1924	M—Ruman.	1,000	16	175 x 105 mm.	Chemists and druggists.
Magazine		**CRAIOVA**				
Arhivele Oltenieiei	1922	BM—Ruman.	1,500	90	165 x 100 mm.	Professors, students, history, literature, etc.
Trade Publication						
Grafica Romana	1920	M*—Ruman.	1,350	32	245 x 165 mm.	Printers bookbinders, lithographers, etc.
Trade Publications		**GALATZ**				
Arte si Meserii	1919	M—Ruman.	3,000	20	260 x 190 mm.	Mechanical engineers, railway employees, etc.
Revista Stiintelor Veterinare	1918	M—Ruman.	4,000	24-40	270 x 195 mm.	Veterinary surgeons, animal breeders, poultry.
Newspaper		**GIURGIU**				
Problema Zilei	1925	SM—Ruman.	6,000	4	435 x 290 mm.	All classes.
		IASI				
Lumea	1917	MD—Ruman.	15,000	4	520 x 330 mm.	All classes.
Opinia	1906	ED—Ruman.	18,000	4	505 x 330 mm.	All classes.
Trade Publications						
Buletinul Camerei de Comert si Industrie Si al Bursei Din Iasi	1898	M—Ruman.	1,500	50-60	170 x 110 mm.	Merchants, manufacturers, importers, exporters, etc.
Magazines		**LUGOJ**				
Magyar Kisobbeeg (Minoirite Hongroisc)		SM—Hungarian		40	180 x 110 mm.	All interested in politics.
Sionul Romanesc	1914	SM—Ruman.	500	4-6	255 x 170 mm.	Clergymen and members of Lugoj United Church.
Newspapers		**ODORHEIU**				
Hargita	1923	W—Hungarian		6	400 x 260 mm.	Rural and industrial population.
		ORADEA				
Nagyvaradi Estilap	1919	ED—Hungar.	6/8,000	8	345 x 230 mm.	All classes.
		PIATRA-NEAMT				
Reformatorul	1919	W—Ruman.	2,200	2	580 x 425 mm.	All classes.
		PLOESTI				
Saptamana	1920	W—Ruman.	3,500	4	500 x 335 mm.	All classes.
Trade Publications						
Buletinul Camerei de Comert Si Industrie Si Al Bursei Din Ploesti	1890	M*—Ruman.	3,000	56-65	190 x 110 mm.	Merchants, mfrs.
Buletinul Uniunei Functionarilor Particulari	1924	M—Ruman.	2,000	32	175 x 110 mm.	Bank clerks and employees of industrial and commercial enterprises.
Newspapers		**SARINDAR**				
Adeverul Literar Si Artistic	1904	W—Ruman.	40,000	8	490 x 390 mm.	All interested in literature.
		SATU-MARE				
Szamos	1868	ED*—Hungar.	5,000	8-12	360 x 255 mm.	All classes.
		SIBIU				
Neppendorfer Blaetter	1803	W—German	400	8	240 x 180 mm.	All classes.
Siebenburgisch-Deutsches Tageblatt	1874	MD—German		8-12	400 x 270 mm.	All classes of Germans.
Telegraful Roman	1852	SW—Rumanian		4-8	360 x 245 mm.	Clergymen and school teachers.
Magazines						
Deutsche Politische Hefte	1920	M—German	3,000	24	185 x 240 mm.	All classes.
Ostland Vom Geistigen Leben der Auslanddeutschen Zeitschrift	1920	M—German	1,000	36-48	180 x 250 mm.	Middle and high class German literary circles.

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Trade Publications		**SLATINA**				
Buletinul Camerei Agricole A. Jud. Olt	1926	SM—Ruman.	2,000	12	275 x 200 mm.	Members of Agricultural Chamber of District of Olt.
Newspaper		**TG.-JIU**				
Gorjanul	1923	W—Ruman.	4,000	4	400 x 280 mm.	All classes.
Magazine		**TG.-MURES**				
Vadasz Ujsag	1922	M—Hungarian		16-20	250 x 155 mm.	Sportsmen, foresters, hunting-dog breeders, etc.
Newspapers		**TIMISOARO**				
Arbeiter Zeitung	1893	ED—German	2,500	4	360 x 230 mm.	Laborers, tradesmen, etc.
Banater Deutsche Zeitung	1919	ED—German	9,000	8-14	420 x 280 mm.	All classes.
Kaviar	1923	W—Hungar.	40,000	20	265 x 185 mm.	All classes.
Temesvarer Volksblatt	1901	MD*—German	6,000	4	415 x 290 mm.	All classes.
Temesvari Hirlap	1902	MD—Hungar.	12,000	12-24	420 x 295 mm.	All classes.
Magazine						
En Te O	1922	W—Hungar.	10,000	20	240 x 185 mm.	Hungarian literary circles.
Trade Publications						
Az Utazo—Der Reisende	1916	M—Hungarian & German	1,000	20	190 x 290 mm.	Commercial travelers, merchants, mfrs.
Orvosok Lapja	1920	M—Hungarian	1,400	60	200 x 140 mm.	Physicians and pharmaceutical chemists
Pielaria—Das Leder	1922	SM—Rumanian German and Hungarian	1,500	20	270 x 190 mm.	Shoe mfrs. and dealers, leather dealers, etc.
Revista Matematic Din Timisoara	1920	M—Ruman.	2,000	16	210 x 170 mm.	Students, professors, engineers, etc.
Revista Textila—Textilzeitung	1921	M—Rumanian & German	3,000	14	275 x 190 mm.	Mfrs., merchants, engineers, etc.
Viata Medicala	1925	M—Ruman.	2,000	56	180 x 110 mm.	Physicians.
Magazine		**TURNU-SEVERIN**				
Datina	1920	M—Ruman.	3,000	40-50	200 x 135 mm.	Professors, teachers and students of literature.

SPAIN

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspaper		**ALBACETE**				
Defenser de Albacete	1898	ED-exS* Spanish	1,800	4	48 x 62 cm.	All classes.
Trade Publication		**ALICANTE**				
Boletin Mensual de la Camara de Comercio de Alicante	1890	M—Spanish	300	12-16	21½ x 31 cm.	Merchants.
Newspaper		**AVILES**				
La Voz de Aviles	1908	MD—Spanish	2,500	6	56 x 39 cm.	General.
Trade Publication		**BADALONA**				
Cataluna Textil	1906	M—Spanish	(E) 1,600 A	104	21½ x 31½"	Mfgrs. of textiles and allied industries.
Newspapers		**BADAJOZ**				
Correo Extremeno	1913	MD*—Spanish	3,000	4	64 x 88 cm.	Readers, general public.
La Libertad	1921	MD*—Spanish	5,000	4	39 x 56 cm.	General public.
		BARCELONA				
El Correo Catalan	1876	MD*—Spanish	(E) 15,000 A	8	63 x 45 cm.	Catholics, especially the clergy.
El Dia Grafico	1912	MD*—Spanish	(E) 65,000 A	26	20¼ x 13½"	General public.
Diario de Barcelona	1792	MD*—Spanish	25,000 Z	40	12½ x 9¼"	Well to do classes.
Diario del Comercio	1890	MD—Spanish	5,000 Z	4	24½ x 18"	Shipping concerns, merchants, bankers, etc.
El Diluvio	1858	MD*—Spanish	(E) 50,000 A	40	33 x 24 cm.	Laborers principally and small retail merchants.
El Liberal	1901	ED*—Spanish	(E) 9,000 A	8	20 x 13"	General public.
El Mundo Deportivo	1906	W-4ts.—Spanish	(E) 45,000 A	5	460 x 395 mm.	Sport lovers.
La Noche	1912	ED*—Spanish	(E) 20,000 A	16	20¼ x 13½"	General public.
Las Noticias	1896	MD*—Spanish	65,000 Z	12	52½ x 40½ cm.	General public.
El Noticiero Universal	1888	ED*—Spanish	(E) 50,000 A	24	18 x 13½"	General public.
La Publicitat	1877	MD*—Catalan	30,000 Z	12	53 x 39 cm.	All classes.
La Vanguardia	1881	MD*—Spanish	(E) 120,000 A	40	14 x 19"	General public.
La Veu de Catalunya	1890	MD & ED*—Catalan	60,000 Z	16	60 x 44 cm.	Mfgrs., merchants, bankers, and general public.

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ADVERTISING MEDIA OF EUROPE

SPAIN—Continued

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Magazines						
El Cine	1911	W*—Spanish	(E) 5,000 A	16	13½ x 9½"	Moving picture lovers.
Gran Mundo	1923	M—Spanish	2,000 Z	32	13½ x 10"	Members of the aristocracy and well-to-do classes.
El Hogar y la Moda (U. S. 6)	1909	Tri-M*—Spanish	97,000 Z	36	28 x 20 cm.	Ladies and their families.
Lecturas (U. S. 6)	1920	M*—Spanish	49,500 Z	120	19½ x 13 cm.	General public.
El Mundo Cinematografico	1911	M—Spanish	7,000 Z	24		Moving picture fans.
Revista de Oro	1922	M*—Spanish	20,000 Z	96	24 x 32 cm.	General public.
Stadium	1911	SM—Spanish	4,000 Z	32	27 x 19.7 cm.	Sport lovers.
Tesoro de las Familias	1915	M*—Spanish	12,500 Z	20	24 x 26½ cm.	Ladies.
Trade Publication						
Africa y America	1905	M—Spanish	18,000 Z	40	34½ x 25 cm.	Importers, exporters, commission merchants, shipowners, etc.
Automovil Comercio	1920	M*—Spanish	8,000	32-48	34½ x 24½ cm.	General.
Boletin Oficial de la Federacion Nacional de Fabricantes de Pastas para Sopa	1917	M—Spanish	(E) 800 A	8	12-5/16 x 9"	Mfrs. of pastes for soup, etc.
Bulletin of Spanish-American Trade	1920	BM—Spanish & English	(E) 1,000 A	32	11 x 8½"	Importers, exporters, shipping interests, bankers, etc.
El Constructor	1923	M*—Spanish	(E) 3,000 A	72&112	20 x 30 cm.	Contractors, engineers, architects, etc.
El Cultivador Moderne	1911	M*—Spanish	(E) 12,000 A	8	32 x 24 cm.	Farmers, persons with interest in live-stock raising, etc.
Deutsch Warte—Atalaya Alemana	1915	W*—Spanish & German	3,000 Z	20	27 x 37 cm.	Germans established in Spain—Spaniards with German business relations.
El Eco de la Industria	1897	M*—Spanish	(E) 1,100 A	32	12½ x 8¾"	Mfgrs. of textiles and allied industries.
El Eco de la Moda	1896	W*—Spanish	15,000 Z	8	34 x 26½ cm.	Ladies and their families.
Ferro-Via	1923	BM—Spanish	5,000 Z	220	25 x 34 cm.	General public, especially merchants, hotel men, etc.
La Gaceta de las Artes Graficas	1923	M*—Spanish	(E) 4,000 A	68	22 x 31 cm.	Printing trade and related industries.
La Gaceta de Modas Europeas	1889	M*—Spanish	3,000 Z	8	12½x 8¾"	Tailors, ready-made clothes mfrs., etc.
Iberica	1914	W*—Spanish	12,000 Z	32	11¼ x 8½"	Engineers, contractors, professors, etc.
Industria & Comercio de Jaguetos y Articules de Bazar	1923	M*—Spanish	(E) 1,200 A	24	11 x 9"	Toy dealers and mfrs.
La Madera y sus Industrias	1920	M*—Spanish	8,000 Z	30	11½ x 9"	Lumber merchants and related industries.
Mercurio	1901	W*—Spanish	11,000 Z	40	14 x 10½"	Men engaged in commerce, industry, banking and transportation.
Molineria y Panderia	1904	SM—Spanish	(E) 1,800 A	40	12 x 8½"	Wheat growers, flour mill owners, bakers, etc.
Monde Elegant	1919	M*—Spanish	2,500 A	24	13½ x 9-5/8"	Ladies and families.
Las Obras Publicas	1914	M—Spanish	(E) 2,800 A	28	27 x 19 cm.	Building and road contractors, etc.
Papel y Tinta	1926	M*—Spanish	5,000	36	22 x 31 cm.	Stationery dealers and allied lines.
El Productor Hispano Americano	1921	M*—Spanish	15,000 Z	64	200 x 175 mm.	Merchants, manufacturers, bankers, etc.
Revista Espanola de Medicina y Cirugia	1918	M*—Spanish	(E) 8,000 A	66	16 x 24 cm.	Physicians, pharmacists, nurses, etc.
El Trabajo Nacional and Exito	1919	M*—Spanish	10,000 Z	72	26 x 10 cm.	Merchants, manufacturers, bankers, etc.
La Zepateria Ilustrada	1878	SM*—Spanish	2,500 Z	8	12¾ x 8¾"	Shoemakers, leather factories, etc.
Newspapers			**BILBAO**			
El Norvion	1890	ED—Spanish	19,000	6	52½ x 40 cm.	All orders.
El Noticiero Bilbaino	1875	MD—Spanish	40,000	8-10	36½ x 47 cm.	All orders.
El Pueblo Vasco	1910	MD*—Spanish	20,000	10-12	490 x 353 mm.	All orders.
La Tarde	1914	ED*—Spanish	26,500	6	51 x 40 cm.	All orders.
Trade Publications						
Boletin Minero	1922	M—Spanish	375	38	23 x 17 cm.	Mine owners.
Revista Maritima Y Minera	1926	W*—Spanish	1,600	16	21½ x 31½ cm.	Mine owners.
Newspapers			**BURGOS**			
Diario de Purges	1890	ED*—Spanish	6,200	6	60 x 45 cm.	All orders.
			CADIZ			
El Noticiero Gaditano	1919	ED—Spanish	6/8,000	4	60 x 80 cm.	General public.
			CACERES			
El Noticiero	1903	MD—Spanish	2,000	4	44 x 64 cm.	General public.
			CORDOBA			
El Defenser de Cordoba	1899	ED*—Spanish	5,000	4	44 x 64 cm.	General public.
Diario de Cordoba	1849	MD*—Spanish	3,000	4	64 x 88 cm.	General public.
Diario Liberal	1911	ED—Spanish	6,000	8-16	32 x 44 cm.	General public.
La Voz	1920	MD & ED*—Spanish	6,000	16	23 x 32 cm.	General public.
			CORUNNA			
El Ideal Galego	1917	MD*—Spanish	12,000	8	53 x 38 cm.	General public.
El Noreste	1895	MD—Spanish	8,000	4	64 x 88 cm.	General.
El Orzan	1918	MD—Spanish	8,000	4	58 x 40 cm.	General.
Trade Publication			**DENIA**			
Exportacion de Pasa Valenciana	1895	W—Spanish	800	6	26 x 38 cm.	Farmers & fruit merchants.
Newspapers			**GIJON**			
El Comercio	1876	MD*—Spanish	15,000	6	238 x 174 mm.	General.
El Noroeste	1897	MD*—Spanish	14,000	6	62 x 45 cm.	General.
La Prenza	1921	MD*—Spanish	12,000	8	56 x 40½ cm.	General.
Trade Publication						
Revista Industrial—Minera Asturiana	1915	SM*—Spanish	1,000	16	20 x 27 cm.	Mine & electrical engineers—General.
Newspapers			**HUELVA**			
Diario de Huelva	1908	MD-exMon.—Spanish	3,500	4	45 x 60 cm.	General public.
La Provincia	1872	ED—Spanish	5,000	4	61 x 42 cm.	General public.
			ISLA CRISTINA			
La Higuerita	1915	W—Spanish	2,500	6	22 x 32 cm.	Tradesmen and fish canners.
			JEREZ DE LA FRONTERA			
Diario de Jerez	1904	MD*—Spanish	3,500	4	44 x 64 cm.	General public.
El Guadalete	1852	MD-exMon—Spanish	2,500	4	44 x 64 cm.	General public.
			LEON			
La Democracia	1890	ED—Spanish	4,000	6	38 x 64 cm.	General.
			LUGO			
El Progreso	1907	MD*—Spanish	7,000	4	56 x 40 cm.	General.
La Voz de la Verdad	1912	MD—Spanish	2,000	4	55 x 38 cm.	General.
			MADRID			
A B C	1904	MD-exMon*—Spanish	(E) 120,000 X	32	12 x 9"	Better class.
El Debate	1910	MD-exMon*—Spanish	(E) 60,000 X	6	24 x 18"	General—religious.
La Epoca	1848	ED-exS*—Spanish	(E) 8,000 X	4-6	24 x 18"	Better class.
Heraldo de Madrid	1889	ED-exS*—Spanish	(E) 20,000 X	6	24 x 18"	General—popular
Los Informaciones	1922	ED-exS*—Spanish	(E) 20,000 X	8	24 x 18"	General.
El Liberal	1878	MD-exMon*—Spanish	(E) 35,000 X	6	24 x 18"	General-popular.
La Libertad	1919	MD-exMon*—Spanish	(E) 60,000 X	8	21 x 15"	General.
La Nacion	1923	ED-exS*—Spanish	(E) 25,000 X	8	24 x 18"	General.
El Sol	1917	MD-exMon*—Spanish	(E) 25,000 X	8	24 x 18"	Better class.
La Voz	1920	ED-exS*—Spanish	(E) 40,000 X	8	24 x 18"	General.
Magazines						
Blanco y Negro	1891	W*—Spanish	(E) 80,000 X	130	7¼ x 9¾"	General.
La Esfora (U. S. 6)	1914	W*—Spanish	(E) 20,000 X	56	9½ x 13"	Better class.
Mundo Grafico (U. S. 6)	1911	W*—Spanish	(E) 60,000 X	36	9 x 12"	General.
Nuevo Mundo (U. S. 6)	1896	W*—Spanish	(E) 35,000 X	40	9 x 12"	General.
Newspapers			**MURCIA**			
La Verdad	1923	MD—exMon*—Spanish	18,000	6	36 x 56 cm.	Middle class.
			ORENSE			
La Region	1910	MD*—Spanish	5,000	8	58 x 81 cm.	General.
			OVIEDO			
El Carbayon	1879	MD*—Spanish	11,000	8	47½ x 36 cm.	General.
Region	1923	MD*—Spanish	15,000	16	30 x 42 cm.	General.
La Voz de Asturias	1922	MD*—Spanish	15,000	8	41 x 82 cm.	General.

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ADVERTISING MEDIA OF EUROPE

SPAIN—Continued

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
		ALMERA				
La Cronica Meridional	1860	MD*—Spanish	7,000 Z	8-12	23 x 33 cm.	All classes.
Diario de Almeria	1912	MD—Spanish (E)	4,000 A	4	60 x 45 cm.	All classes.
Trade Publication						
Boletin de la Camara Oficial Uvera	1926	MD Sept.* to Dec. W during 8 mos. of yr.—Spanish	5,000 Z	10	10¾ x 6½"	Producers and exporters of fresh grapes.
		GRANADA				
Newspapers						
El Defenser de Granada	1882	MD & ED*—Spanish	14,000 to 20,000 Z	4-6	22 x 16¾"	All classes.
Noticiero Granadino	1904	MD*—Spanish (E)	18,000 A	4	21½ x 16"	All classes.
La Publicidad	1881	MD*—Spanish (E)	8,000 A	4	44 x 64 cm.	All classes.
		MALAGA				
La Union Mercantil	1886	MD*—Spanish (E)	30,000 to 40,000 A	12-18	41 x 29½ cm.	All classes.
Diario de Malaga	1919	ED—Spanish	7,000 Z	4	550 x 385 mm.	All classes.
Magazine						
La Union Ilustrada	1909	W*—Spanish	50,000 Z	62	18½ x 29 cm.	All classes.
Trade Publication						
Andalucia Automovilista	1925	M*—Spanish	1,000 Z	32	35 x 30 cm.	Automobile
		PALMA DE MALLORCA				
La Almudaina	1887	MD—Spanish & Mallorquin (E)	6,200 A	8	55 x 79 cm.	Farmers, merchants, manufacturers, etc.
Correo de Mallorca	1910	ED*—Spanish (E)	3,500 A	8	56 x 77 cm.	Merchants, farmers, etc.
El Dia	1921	MD—Spanish (E)	7,500 A	6	49 x 34 cm.	Merchants, farmers.
La Ultima Hora	1893	ED*—Spanish (E)	6,500 A	8	57 x 42 cm.	Merchants, farmers, bankers, mfrs., etc.
		PAMPLONA				
Diario de Navarra	1903	MD*—Spanish	....	8	60 x 42 cm.	All classes.
		SAN SEBASTIAN				
El Pueblo Vasco	1902	MD*—Spanish	....	12	53 x 38 cm.	All orders.
Trade Publication						
Guipuzcoa Economica	1900	M—Spanish	....	12-16	21 x 27 cm.	All orders.
Newspapers		**SANTANDER**				
El Cantabrico	1895	MD*—Spanish	....	6-8	59 x 88 cm.	All classes.
El Diario Montanes	1900	MD*—Spanish	....	8	52½ x 40 cm.	All classes.
El Faro	....	ED*—Spanish	....	4-6	59 x 68 cm.	All classes.
El Pueblo Cantabro	1913	MD*—Spanish	....	6	57 x 43 cm.	All classes.
		SEVILLE				
El Correo de Andalucia	1899	MD*—Spanish (E)	10,000 L	6	17¾ x 24"	Religious, conservative public.
El Liberal	1900	MD & ED*—Spanish (E)	30,000 L	6	17 x 24"	Business, general public.
Los Lunes	1926	W—Spanish (E)	5,000 L	4	15 x 21½"	General public.
El Noticiero	1892	MD & ED*—Spanish (E)	20,000 L	8	16½ x 23½"	Business men, intellectual public.
Sevillano Revista Comercial	1906	ED—Spanish (E)	1,000 L		12½ x 8½"	Business men and farmers.
		(Bulletin tri-M)	1,000	16-24	12½ x 17¼"	
La Union	1919	MD & ED*—Spanish (E)	25,000 L	20-32	10 x 13¾"	Politicians, general public.
Trade Publication						
Sevilla Automovilista	1914	Qt.—Spanish (E)	3,000 X	26-32	9¼ x 13"	Motoring public
		VALENCIA				
Newspapers						
La Correspondencia de Valencia	1877	ED-exS*—Spanish (E)	4,000 X	6	45 x 60 cm.	All classes.
Diario de Valencia	1911	MD-exMon*—Spanish (E)	8,000 X	8	57 x 40 cm.	Catholics.
El Mercantil	1871	MD*—Spanish (E)	22,000 X	8	62 x 50 cm.	All classes.
Las Provincias	1865	MD—exMon*—Spanish (E)	12,000 X	8	43 x 60 cm.	All classes
El Pueblo	1893	MD-exMon*—Spanish (E)	8,000 X	6 & 8	44½ x 62 cm.	Republicans and radicals.
La Voz Valenciana	1910	ED-exS*—Spanish (E)	7,000 X	6	56 x 45 cm.	All classes.
Trade Publication						
La Voz del Comercio	1924	W*—Spanish	2,000	16	21½ x 31½ cm.	Fresh fruit and vegetable shippers.
		VIGO				
Newspapers						
Faro de Vigo	1853	MD*—Spanish	20,000	6	53 x 38 cm.	General.
El Pueblo Callego	1924	MD*—Spanish	20,000	12	45 x 30 cm.	General.
		ZAMORA				
El Correo de Zamora	1897	MD*—Spanish	2,000	6	51 x 38 cm.	General.
		MELILLA (Spanish Morocco)				
Newspapers						
La Cronica	1922	ED—Spanish (E)	7,500 A	8	44 x 31 cm.	All classes.
El Popular de Melilla	1915	ED*—Spanish (E)	8,000 A	4-6	22½ x 16 cm.	All classes.
El Telegrama del Rif	1902	MD*—Spanish (E)	12,000 A	4-6	62 x 88 cm.	All classes.
		TETUAN (Spanish Morocco)				
El Eco de Tetuan	1860	ED*—Spanish	3,000 A	4	55 x 77 cm.	All classes.

SWEDEN

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers		**ALINGSAS**				
Alingsas Tidning	1864	Tri-W	3,000	6-8		City population.
		AMAL				
Provinstidningen Dalsland	1911	SW	3,500	4	61 x 55 cm.	All classes.
		ARBOGA				
Arboga Posten	1922	Tri-W	2,000	4	63 x 53 cm.	Middle class and workmen.
Arboga Tidning	1848	Tri-W*	4,800	4	47 x 65 cm.	All classes.
		ASKERSUND				
Askersunds Nya Tidning	1856	Tri-W	5,300	4	72 x 56 cm.	All classes.
		BENGTSFORS				
Bengtsfors Tidning	1923	SW	4,900	4	60 x 42 cm.	All classes.
		BODEN				
Norrlandska Social Demokraten	1918	ED*	5,200	6-8	40 x 56 cm.	Chiefly working class.
		BOLLNAS				
Bollnas-Tidningen	1905	Tri-W*	4,000	8	523 x 400 mm.	Farmers, craftsmen, tradesmen.
Ljusnan	1912	Tri-W*	8,000	8-12	42 x 62 cm.	All classes.
Trade Publication		**BORAS**				
Skandinavisk Tid-krift for Textilindustri	1902	M	Variable	40	24 x 33 cm.	Manufacturers
Newspapers		**ENGELHOLM**				
Engelholms Tidning	1867	MD*	12,700	12,550 A	8	560 x 400 mm.	Farming and middle classes.
		ESKILSTUNA				
Eskilstuna-Kuriren	1890	ED*	12,500	6-16	500 x 342 mm.	All classes.
Folket	1905	ED-exS*	9,000	6	615 x 410 mm.	Chiefly working class.
Sormlandposten	1880	MD*	8,000	6-12	490 x 395 mm.	All classes.
Magazine						
Svensk Skyttetidskrift	1895	W (May-Oct) SM (Nov-April)	10,000	12-16	215 x 290 mm.	Amateur riflemen.
Newspapers		**EKSJO**				
Eksjo Tidningen (Published jointly with Savsjo Tidningen)	1884	Tri-W	8,000	8	600 x 400 mm.	All classes in town; also farmers.
Savsjo Tidningen	1884	Tri-W	8,000	8	600 x 400 mm.	All classes.
Smalands Tidningen	1898	Tri-W	6,350	6-8	40 x 62 cm.	

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"Ask SWEDEN about DAGENS NYHETER"

ADVERTISING MEDIA OF EUROPE

SWEDEN—Continued

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
FALKENBERG						
Falkenbergs Tidning	1874	Tri-W	6,300	4	560 x 730 mm.	All classes.
FALKOPING						
Falkopings Tidning	1855	SW	8,500	4	80 x 120 cm.	All classes.
FALUN						
Dals Demokraten	1917	Tri-W	6,300	8-16	410 x 540 mm.	Chiefly workers and farmers.
Dala Tidningen	1918	Tri-W*	5,200	8	415 x 570 mm.	Well-to-do
Falu Kuriren	1894	Tri-W	10,000	8-14	62 x 42 cm.	Farmers; middle class.
Falu Lanstidning	1786	MD-exS	10,060	8	570 x 410 mm.	Well-to-do-class.
Trade Publication						
Lantbrukstidskrift for Dalarne	1892	BM	7,500	48	235 x 170 mm.	Farmers.
Newspapers						
CAVLE						
Arbetarbladet	1892	ED-exS*	12,000	6-16	56 x 46 cm.	Chiefly working class.
GEFLE						
Halsinglands Folkblad	1915	Tri-W*	6,700	6-8	46 x 56 cm.	Workmen and farmers.
Norrlandsposten	1837	ED*	4,362	4	69 x 55 cm.	All classes.
		SW-MD	4,740			
GOTEBORG						
Boras Tidning	1826	MD				
Goteborgs Morgonpost	1896	MD-exS*	23,000	14	40 x 55 cm.	Trade, industry, navigation; readers of morning news.
		(Sat)	30,000			
Goteborgs-Posten	1859	MD	26,000	12-16		All classes.
		(Sat)	37,000			
Goteborgs Tidningen	1902	MD	27-28,000	8	575 x 390 mm.	All classes.
Goteborgs Trakten	1923	W	11,500	6-8	510 x 360 mm.	Farmers, fishermen, laborers.
Goteborgs Veckotidning	1892	W	7,800	4	53 x 73 cm.	Non-conformists
Goteborgs Handels- och Sjofartstidning	1832	ED-exS*	41,000	22	57½ x 39 cm.	All classes and chiefly business men.
		(Sat)	73,000			
Handelstidningens Veckoblad	1896	Tri-W	30,000	8	575 x 390 mm.	Country people
Ny Tid	1892	MD	21,600	12	380 x 540 mm.	Industrial laborers.
Magazines						
Folkskolans Van	1884	W	1,500	16	quarto	Teachers.
Hvar 8 Dag	1899	W*	57,000	40	21 x 29 cm.	Upper classes.
Seglarbladet	1911	SM	2,500	16	120 x 240 mm.	Yachtsmen.
Trade Publications						
Nautisk Tidskrift	1908	M	2,500	76	145 x 245 mm.	Ships' officers,
Nordisk Guldsmeds-Tidning	1907	M	800	16		Jewelers and goldsmiths.
Odontologisk Tidskrift	1893	Qt.*	700	70	7½ x 4⅝	Dental surgeons.
Sveriges Lader- och Skoindustri	1910	SM	...	24	360 x 240 mm.	Leather and shoe
Tidskrift for Maskinister	1899	M	2,600	44	21 x 29 cm.	Engineers.
Newspapers						
GRENNA						
Grenna Nya Tidning	1857	SW	875	4	580 x 375 mm.	All classes.
HALMSTAD						
Halland	1875	MD	9,900	6-8	400 x 540 mm.	All classes.
Hallandsposten	1850	MD	11,600	8	365 x 515 mm.	All classes.
HAPARANDA						
Haparandabladet och Haaparannaniebti.	1882	Tri-W*	...	4	47 x 62 cm.	All classes.
HEDEMORA						
Avesta Posten	1897	Tri-W*	4,100	6-8	41 x 62 cm.	All classes.
Borlange Tidning	1885	Tri-W*	7,300	6-8	36 x 54 cm.	All classes.
Ludvika Tidning	1912	Tri-W*	1,800	6-8	36 x 54 cm.	All classes.
Mora Tidning	1892	Tri-W	8,400	6-8	36 x 54 cm.	All classes.
Saters Tidning	1907	SW-ED*	1,000	6-8	41 x 62 cm.	All classes.
Sedra Dalarnas Tidning	1887	Tri-W-MD	4,100	6-8	41 x 62 cm.	All classes.
HELSINGBORG						
Helsingborgs-Dagblad	1886	MD* (E)	16,000 A	12	570 x 385 mm.	Well-to-do classes, business and shipping circles.
Helsingborgs-Posten	1887	ED* (E)	10,000 A	12	570 x 360 mm.	Business, well-to-do and middle classes.
Oresunds Posten	1847	MD (E)	6,000 A	8	410 x 620 mm.	Business and middle classes. Laboring classes.
Skanska Social-Demokraten	1907	MD* (E)	12,300 A	10	356 x 510 mm.	Chiefly laboring classes.
Magazines						
Allers Familj-Journal	1876	W*	385,308	48	324 x 230 mm.	All classes (Homes).
Newspapers						
HESSLEHOLM						
Hessleholmstidningen Norra Skane	1902	Tri-W*	11,000 A	8	620 x 450 mm.	Chiefly agricultural and middle classes.
HUDIKSVALL						
Hudiksvalls Nyheter	1882	ED-exS	5,017	4-8	48 x 65 cm & 41 x 53 cm.	All classes.
JONKOPING						
Huskvarna Posten	1911	W	1,550	4	565 x 265 mm.	All classes.
Jonkopings-Posten	1863	MD	12,000	4-8	565 x 390 mm.	All classes.
Smalands Allehanda	1879	MD-exS	8,000	8	365 x 525 mm.	Chiefly people in good economical position.
Smalands Bladet	1924	Tri-W	500	4-6		All classes.
Svenska Posten	1873	SW	12,000	8-16	330 x 250 mm.	Religious.
KALMAR						
Kalmar-Kalmar Lans Tidning	1827	MD* (E)	10,000 A	8	400 x 550 mm.	Chiefly agricultural and middle classes.
Kalmartidningen Barometern	1841	MD* (E)	12,500 A	8	390 x 520 mm.	Business, well-to-do agricultural and middle classes.
KARLSKOGA						
Karlskoga Tidning	1884	Tri-W-ED	5,200	4	54 x 69 cm.	All classes.
KARLSKRONA						
Karlskrona-Tidningen	1753	MD* (E)	9,000 A	8	390 x 520 mm.	Farmers, business and well-to-do classes.
Blekinge Lans Tidning	1869	MD* (E)	14,800 A	8	360 x 515 mm.	Read by all classes.
KARLSTAD						
Fryksdalsbygden	1909	Tri-W	2,250	8	51 x 37 cm.	Agriculturists.
Karlstads-Tidningen	1879	Tri-W	11,000	8	380 x 560 mm.	Middle class.
Nya Wermlands Tidningen	1836	MD	15,000	12	41 x 57 cm.	All classes.
Varmlands Folkblad	1907	Tri-W	9,500	8	670 x 400 mm.	Laborers, farmers and clerks.
Varmlands Lans Tidning	1909	D	5,809	8	51 x 37 cm.	Farmers.
KATRINEHOLM						
Katrineholms-Kuriren	1917	Tri-W-ED*	5,990	4	60 x 520 mm.	All classes.
KOPING						
Kopings Posten	1887	Tri-W-ED	3,100	4	72 x 53 cm.	Well-to-do local population.
KRISTINEHAMN						
Kristinehamnstidningen	1850	W	2,225	4	45 x 62 cm.	All classes.
Nya Kristinehamns-Posten		Tri-W	4,700	4	620 x 460 mm.	All classes residing in or surrounding district.
Varmlands Posten	1913	Tri-W	4,000	6-8		All classes.
LANDSKRONA						
Landskrona Posten	1896	MD* (E)	6,100 A	8	410 x 570 mm.	Middle classes.
LIDKOPING						
Lidkopings Tidning Westgota Posten	1890	SW	5,500	4		All classes.
Magazine						
Unga Tankar	1905	M	5,500	16	350 x 250 mm.	
Newspapers						
LINDESBERG						
Bergslagernas Tidning	1886	Tri-W	6,500	8	57 x 44 cm.	Those favoring temperance cause.
LINKOPING						
Ostgota Correspondenten	1838	MD-exS*	18,900	10-16	55 x 40 cm.	Farmers in Ostergotland and Smaland. Well-to-do class.
Ostgoten	1872	ED-exS*	12,100	8-12	62 x 42 cm.	
LJUSDAL						
Ljusdals Posten	1914	SW*	2,600	8	54 x 40 cm.	Farmers, tradesmen, workers.
Ljusdals Tidning	1886	Tri-W	1,425	4-8	52 x 35 cm.	Well-to-do classes.
Trade Publication						
LUDVIKA						
Svensk Urmakeri Tidning	1887	M	1,200	48	175 x 250 mm.	Watchmakers.
LULEA						
Norrbottens Lantmannablad	1922	M	13,000	6-8	570 x 430 mm.	Chiefly farmers.
Newspapers						
LYSEKIL						
Lysekilsposten		4 ts. W	2,500	4-8		All classes.
MALMO						
Arbetet	1887	ED*	30,000	16	400 x 560 mm.	Laboring classes.
Skanska Aftonbladet	1880	ED*	18,400	10	290 x 515 mm.	Business and well-to-do classes.
Skanska Dagbladet	1888	ED*	46,452	12	570 x 415 mm.	Well-to-do agricultural and middle class.
Sydposten	1923	Tri-W* (E)	5,000 A	4	540 x 700 mm.	Pastors, methodists, lutherans, prohibitionists.
Sydsvenska Dagbladet Snallposten	1848	MD*	27,800	16	570 x 396 mm.	Business and well-to-do classes.
Magazines						
Hemmets Journal	1920	W* (E)	80,000 A	40	270 x 375 mm.	All classes (Homes).
Trade Publication						
Skansk Jordbrukstidskrift	1918	W (E)	4,500 A	24	135 x 190 mm.	Farmers.
Newspapers						
MARIESTAD						
Mariestadstidningen, Tidning for Skaraborgs Lan.	1817	SW	7,000	4	590 x 700 mm.	All classes.

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ADVERTISING MEDIA OF EUROPE

SWEDEN—Continued

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
MOTALA						
Motala Posten	1883	Tri-W	4,500	4	740 x 545 mm.	All classes.
Motala Tidning	1850	Tri-W	5,000	4	54 x 65 cm.	The middle class.
NASSJO						
Nassjo Posten	1879	Tri-W	8,500	8	56 x 36 cm.	
Nassjo Tidningen	1884	Tri-W	6,900	8	600 x 400 mm.	All classes.
NORRKOPING						
Norrkopings Tidningar	1758	ED-exS*	17,500	12-16	465 x 570 mm.	All classes.
Ostergotlands Dagblad	1890	MD-exS*	15,000	8-16	57 x 46 cm.	All classes.
Ostergotlands Folkblad	1905	ED-exS*	15,500	8	515 x 645 mm.	Chiefly the working class.
NORRTELJE						
Norrtelje Tidning	1880	4 ts. a week*	6,200	4	50 x 65 cm.	Farmers and middle classes.
Trade Publication						
Sveriges Allmanna Ejderfaavelaforenings Tidskrift	1907	14 ts. a year*	10,000	32	16 x 23 cm.	Farmers and other breeders of fowl.
Newspapers						
NYKOPING						
Sodermanlands Lans Tidning	1862	ED-exS*	8,500	8	57 x 40 cm.	Well-to-do.
Sodermanlands Nyheter	1895	ED-exS*	14,979	8	40 x 50 cm.	All classes, middle classes.
OREBRO						
Nerikes Allehanda	1843	ED*	10,000	8-12	40 x 60 cm.	All classes.
ORNSKOLDSVIK						
Ornskoldsviks Allehanda	1895	MD*	8,000	6-12	42 x 57 cm.	All classes.
OSKARSHAMN						
Oskershamns-Tidningen	1880	Tri-W*	(E) 10,300 A	8	570 x 400 mm.	Chiefly middle classes.
PITEA						
Pitea-Tidningen	1914	Tri-W	6,700	4	58 x 74 cm.	Chiefly farmers.
SALA						
Sala-Posten	1907	Tri-W*	4,750	8	35 x 57 cm.	Workers and farmers.
SANDVIKEN						
Sandvikens Tidning	1911	SW	4,300	6-8	430 x 570 mm.	Industrial workers.
SAVSJO						
Smaland Runt	1924	W*	15,000	6-8	50 x 70 cm.	All classes.
SIMRISHAMN						
Cimbrishamns-Bladet	1857	Tri-W	(E) 3,000 A	4	540 x 670 mm.	Farmers, fishermen and seamen.
SKARA						
Skara Tidning	1813	SW	4,000	6-8	410 x 560 mm.	All classes within Skara and neighboring country.
SKELLEFTEA						
Norra Vasterbotten	1910	Tri-W*	8,000	8	68 x 39 cm.	All classes.
SKOVDE						
Skaraborgs Lans Annonsblad	1884	SW	12,000	6-16	400 x 540 mm.	Mostly agriculturists and city population.
Skaraborgs Lans Tidning	1883	SW	10,200	8	410 x 560 mm.	Business men and farmers.
SODERTALJE						
Sodertalje Tidning	1892	Tri-W*	6,500	4	52 x 64 cm.	All classes.
SOLLEFTEA						
Nya Norrland	1907	Tri-W*	6,200	8	51 x 30 cm.	Chiefly workmen and the middle class.
Nord Sverige	1919	Tri-W*	6,500	4-8	68 x 48 cm.	Farmers and middle class.
Sollefteabladet	1891	Tri-W-MD*	5,000	4	74 x 56 cm.	Well-to-do classes.
SOLVESBORG						
Solvesborgs-Tidningen	1893	Tri-W*	(E) 4,000 A	4	550 x 650 mm.	Middle classes.
STOCKHOLM						
Aftonbladet	1830	ED*	40,000	12-24	42 x 52 cm.	Highest circles, industrialists, business men, etc.
		(Morning)	84,641	8-16		
Arbetaren	1911	MD*	27,000	8	35.5 x 55 cm.	Working classes.
Dagens Nyheter (U. S. 4)	1864	MD*	115,000	22-32	52 x 42 cm.	All classes.
Idrottsbladet	1910	Tri-W	38,863	12-16	30 x 45 cm.	Sporting fans.
Kopmannen	1908	W*	12,000	8	51 x 34 cm.	Merchants.
Lantmannabladet	1903	W*	73,196	8-16	24 x 36 cm.	Farmers.
Lidingo Tidning	1910	W	3,000	4-8	52 x 35 cm. & 58 x 40 cm.	All classes.
Nya Dagligt Allehanda		ED	.....	14	45 x 63 cm.	Well-to-do.
Social Demokraten	1885	MD*	52,000	16	52 x 42 cm.	Social-Democrat Party.
Stockholms Dagblad	1824	MD*	15,000	32	30 x 40 cm.	Well-to-do.
Stockholms-Tidningen	1889	MD*	117,932	16-20	60 x 45 cm.	All classes.
Svenska Dagbladet	1883	MD*	95,000	20	58 x 42 cm.	Educated and well-to-do.
Svenska Morgonbladet	1890	MD*	40,000	10-20	52 x 36 cm.	All classes.
Magazines						
Allt for Alla	1912	W	284,311	84	280 x 205 mm.	All classes.
Film Journalen	1919	SM	32,000	32	330 x 245 mm.	All classes interested in motion pictures.
Homma	1923	W*	20,000	32	225 x 310 mm.	All classes.
Husmodern	1919	W*	187,407	64	295 x 215 mm.	Women of all classes.
Kasper-Forgat-Mig-Ej		W	35,000	22	320 x 225 mm.	Chiefly men of all classes.
Lektyr	1923	W*	129,000	24	310 x 230 mm.	All classes.
Saningsmannen	1905	W*	65,000	16	370 x 270 mm.	Middle class rural population.
Scouten	1912	M	9,000	20-32	17 x 24 cm.	Boy scouts.
Sondagsnisse-Strix	1862	W*	10,000	12	310 x 235 mm.	Higher middle-class.
Svensk Damtidning	1889	W	20,000	16-20	335 x 245 mm.	All classes, women.
Svonska Journalen	1925	W*	55,000 X	32	310 x 230 mm.	All classes, chiefly the middle class.
Vara Nojen	1925	W*-5	16,000	34	305 x 225 mm.	Theatrical, film, etc.
Vart Hem	1921	W*	168,394	44-52	363 x 263 mm.	Chiefly middle class.
Vecke-Journalen	1910	W*	74,938	52	340 x 250 mm.	Middle class.
Trade Publications						
Affarsvarlden	1901	W	.....	48	19 x 26 cm.	Bankers, mfrs. and wholesalers
Arbetsledaren	1908	W*	5,100	8-12	255 x 185 mm.	Foremen and Engineers.
Assurans	1899	BW	2,000	16-48	31 x 23 cm.	Insurance.
Bankvarlden	1911	M (July & Aug.)	3,600	44	290 x 185 mm.	Bank clerks.
Brandskydd	1920	M	2,500	40	19 x 25 cm.	Fire insurance.
Byggmastaren	1922	SM*	2,000	32	26.5 x 17.5 cm.	Prominent builders, architects, engineers.
Byggnadsvarlden	1907	W	3,000	24	28 x 22 cm.	Architects, contractors engineers.
Centaur	1923	SM & W	1,500	12	31 x 23 cm.	Horse racing and breeding.
Cykelhandlaren och Gummimarknaden	1924	SM*	6,000	28-40	300 x 200 mm.	Bicycle mfrs. repairers and dealers.
Farmaceutisk Revy	1902	W*	1,150	26	15½ x 23 cm.	Druggists.
Filmnyheter	1920	W	15,000	20	18 x 24 cm.	People interested in films and film plays.
Folkskollararnas Tidning	1920	W	5,600	16	33 x 25 cm.	Schoolteachers.
Ford Agaren	1925	M*	15,000	24	250 x 180 mm.	Car-owners, Fords.
Fran Svenska Bruk	1923	M*	4,200	20	320 x 235 mm.	Mining, iron, sawmill, pulp and paper industries.
Gjuteriet	1910	M*	1,500	20-24	18 x 22.5 cm.	Foundry industry.
Halsovannen	1886	M	2,000	36	155 x 230 mm.	Medical.
Hertha	1886	M*	6,000	32	130 x 200 mm.	Chiefly well educated ladies.
Jernkontorets Annaler	1817	M	1,000	50	167 x 243 mm.	Iron mining and smelting.
Konsumentbladet	1914	W	260,000	16	40 x 28 cm.	All classes in cooperative movement.
Kooperatoren	1914	SM	4,000	16-24	25 x 18 cm.	All classes in cooperation movement.
Landtmanen, Tidskrift for Landtman	1881	W*	5,000	16-24	22 x 29 cm.	Farmers.
Manufakturisternas Tidskrift	1923	SM	1,500	48	190 x 265 mm.	Dry goods.
Motor Journalen	1922	M*	60,000	40	21.5 x 29 cm.	Car-owners.
Nordisk Bodtryckarekonst	1898	M	1,800	40	220 x 275 mm.	Printers and foremen.
Nykterhetsfolkets Tidning	1898	M	(E) 44,396 X	6-8	55 x 39 cm.	Chiefly members of temperance benefit societies.
Postmannen	1893	SM	5,500	20	26 x 18 cm.	Chiefly letter carriers and Post Office clerks.
Radio	1923	SM*	10,000	32	205 x 270 mm.	Radio fans and dealers.
Radio-Lyssnaren	1927	W*	50,000	48	298 x 218 mm.	Radio fans.
Skogen	1914	SM	5,000	24-32	290 x 215 mm.	Forest owners, foresters, lumbermen.
Svensk Akeritidning	1918	SM*	4,000	20-24	300 x 220 mm.	Taxicabs owners, Omnibus owners and truckmen.
Svensk Bageritidskrift	1899	M	1,300	24	180 x 103 mm.	Bakers.
Svensk Bergs och Brukstidning	1922	SM	.....	12	220 x 305 mm.	Industrial circles.
Svensk Bokbindaretidning	1901	BM	800	8-12	22 x 30 cm.	Bookbinders.
Svensk Bokhandelstidning	1853	W*	550	4-12	290 x 225 mm.	Booksellers and publishers.
Svensk Finanstidning	1923	W*	2,000	16	216 x 218 mm.	Financial and economic circles.
Svensk Grossisttidning	1923	Semi-M*	2,000	16	30 x 22 cm.	Wholesale merchants.
Svensk Handelstidning	1916	W	10,000	12-20	34 x 52 cm.	Business men, mfrs., and financiers.
Svensk Hantverkstidning	1905	SM*	12,000	16-24	195 x 265 mm.	Craftsmen and small manufacturers.
Svensk Kemisk Tidskrift	1887	M*	1,000	40	16 x 23 cm.	Chemical

(*Continued on page* 330)

ADVERTISING MEDIA OF EUROPE

SWEDEN—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Svensk Kopditori- och Konfektyrtidning	1921	M*	3,000	32-40	29 x 22 cm.	Confectioners.
Svensk Motortidning	1905	SM*	15,000	48	30.5 x 22 cm.	Motorists.
Svensk Pappers Tidning	1898	SM*	1,500	32-36	18.5 x 26.5 cm.	Pulp and paper.
Svensk Skotidning	1901	SM*	2,500	16	24 x 34 cm.	Shoe manufacturers
Svensk Travaru och Pappersmasse-Tidning	1885	SM*	2,000	30	250 x 170 mm.	Lumber, pulp and paper.
Svenska Frisortidningen	1921	M	1,200	16	24 x 33 cm.	Master barbers.
Svenska Lantmannens Foreningsblad	1905	W	9,715	20	12 x 19 cm.	Farmers.
Svenska Roda Kroset	1908	M	4,500	64-72	19 x 26 cm.	Those interested in Red Cross work.
Svenskt Land	1916	SM	12,400	24	235 x 325 mm.	Farmers.
Sveriges Fastighetsagare Tidning	1910	BW	6,500	24	215 x 290 mm.	House owners.
Sveriges Kommunikationer.	1862	M	33,333	161	20 x 25 cm.	Travelers.
Sveriges Landstings Teknisk Tidskrift	1870	W*	5,000	44	23 x 32 cm.	Electrical, chemical mechanical.
STRANGNAS						
Newspapers						
Marliefreds Tidning	1868	Tri-W*	400	4	425 x 600 mm.	All classes.
Strangnas Tidning	1846	Tri-W*	3,350	4	600 x 485 mm.	All classes.
STROMSTAD						
Norra Bohuslan	1894	Tri-W	4,500	4	65 x 82 cm.	All classes.
SUNDSVALL						
Medelpads Dagblad	1917	MD-exS*	4,000	4-6	638 x 433 mm.	Chiefly farmers.
Sundsvalls Posten	1859	ED-exS*	10,100	8-12	460 x 560 mm.	Business men.
SUNNE						
Sunne-Bygden	1925	W	2,500	4	620 x 465 mm.	All classes.
TRANAS						
Tranas-Posten	1918	Tri-W	3,200	4	530 x 485 cm.	All classes.
TRELLEBORG						
Trellebors Allehanda.	1876	MD* (E)	4,900 A	6-8	490 x 720 mm.	Middle class.
TROLLHATTAN						
Landsstaten		SM	2,000	8-16		Civil officers and employees.
UDDEVALLA						
Bohus-Posten	1910	MD	7,000	4-8	360 x 520 mm.	All classes.
Bohuslanningen	1878	MD-exS	11,000	6	368 x 570 mm.	All classes.
UMEA						
Umebladet	1846	MD-exS*	5,900	6	44 x 60 cm.	Well-to-do.
VANERSBORG						
Elfsborgs Lans Annonsblad	1885	SW	14,000	8	450 x 600 mm.	Agriculturists, industrialists.
VARNAMO						
Varnamo-Bladet	1898	Tri-W	4,200	8	41 x 62 cm.	All classes.
VASTERAS						
Westmanlands Allehanda	1887	ED-exS*	8,000	8	37 x 54 cm.	
VAXJO						
Nya Vaxjobladet	1810	4 ts. W	7,600	6-8	370 x 500 mm.	All classes.
Smalandsposten	1868	4 ts. W* (E)	16,300 A	12	500 x 360 mm.	Farmers and middle classes.
Smalandspostens Veckoblad	1868	SW	1,200	6-8	570 x 400 mm.	Lower classes in rural districts.
Magazines						
Vaxjo Stiftstidningar	1776	M	....	20	150 x 85 mm.	Population of the diocese.
YSTAD						
Newspaper						
Ystads Allehanda	1873	MD* (E)	13,000 A	8	635 x 460 mm.	Middle class.

SWITZERLAND
(Except Zurich)

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
BASEL						
Magazine						
Die Schweizerische Deobachter (The Swiss Observer)	1927	M—German (E)	661,404 X	32	7¾ x 10½"	Families.
BERNE						
Newspaper						
Le Laitier Romand.	1923	W*—French		4	12 x 18"	Dairymen.
BRIGUE						
Brigor Anzeiger	1826	SW—German (E)	2,300 A	4	9 x 13.4"	High class.
BULLE						
Le Fribourgeois	1867	4 ts. a week French (E)	2,500 A	4-6	28½ x 21½ cms.	Merchants.
Magazine						
LaLigue de la Croix	1887	W—French	1,200	4	12 x 17"	Temperate and abstinent Roman Catholics.
CHERNIER						
Newspaper						
Neuchatelois	1873	ED—French (E)	1,800 A	4	12.9 x 18.8"	Agriculturalists manufacturers.
Trade Publication						
Bulletin Agricole Neuchatelois	1890	BW—French	3,600	16	6½ x 9½"	Agriculturists.
LA CHAUX-DE-FONDS						
Newspaper						
L'Effort	1920	W—French (E)	7,500 A	6-8	35 x 50 cm.	Middle class.
Magazine						
La Feuille du Dimanche	1900	W—French	9,500	2	14 x 20"	All classes.
Trade Publications						
Indicateur Davoine (Directory of Watchmaking Industry	1845	Yr.—French		1200	5 x 7½"	Watchmaking
Lutte Syndicate	1897	W—French	15,000	4	14½ x 20"	Metal workers.
La Federation Horlogere	1880	SW—French. (E)	3,000 A	8	11 x 15"	Watch trade.
Revue Internationale de l'Horlogerie	1900	SM—French	4,000	76	9 x 11½"	Watchmakers.
DAILLENS						
Trade Publication						
Bulletin de la Societe Romande d'Apiculture	1904	M*—French	4,300	40	6 x 9"	Agriculturists.
EINSIEDELN						
Newspapers						
Einsiedler Anzeiger.	1860	SW—German (E)	3,600 A	8-10	13 x 19"	Catholic conservative.
FRIBOURG						
Freiburger Nachrichten	1863	MD—German (E)	2,500	4-8	31 x 46 cm.	Merchants.
L'Independant	1907	Tri-W—French. (E)	2,000 A	4-6	11.8 x 17.3"	Merchants, manufacturers, agriculturists.
La Liberte	1870	MD—French	11,800	4-8	15 x 20.4"	Merchants, manufacturers.
Magazines						
Revue Romande du Tiers-Ordre	1922	M—French	7,000	24	5½ x 8½"	Catholics.
La Semaine Catholique de la Suisse Francaise.	1870	W—French	1,400	16	6¼ x 9"	Catholics.
Trade Publication						
Bulletin Pedagogique	1871	SM—except from July to Oct. once a month—French	700	16	6¼ x 9"	Public school
Journal Suisse des Tonneliers, Schweiz. Kufer-Zeitung	1906	SM*—French & German	2,000	8	14 x 9¾"	Cask- and barrel-makers and workers.
Le Paysan Fribourgeois	1920	W—French & German	8,000			Country people, agriculturists.
GENEVA						
Newspapers						
Courrier de Geneve.	1866	MD—French (E)	4,500 A	6	11.2 x 16.9"	All classes; catholic paper
Feuille d'Avis officielle de la Republique et Canton de Geneve	1816	MD*—French		6-12	19 x 12"	All classes.
La Genevois	1875	MD—French (E)	5,000 A	4	11 x 16.9"	All classes.
Journal de Geneve	1829	MD & ED—French (E)	15,000 A	8	11.8 x 17.7"	High class finance, industry.
Journal Francais	1905	W—French (E)	3,000 A	6	11.2 x 17.3"	All classes.
La Suisse	1897	MD—French (E)	30,000 A	8	11 x 18"	Middle class.
Tirbune de Geneve.	1878	MD & ED—French (E)	40,000 A	8	16½ x 21.6"	All classes.
Magazines						
L'Ami Des Animaux	1872	Qt.—French	4,000	16	6 x 9"	All classes.
Bulletin Mensuel de la Croix Bleue Genevoise	1921	M—French	800	4	7 x 9¾"	Abstinents, all classes.
Echo Paroissial de Notre-Dame	1920	M—French	3,500	30	5½ x 9"	Catholics
L'Echo de Saint-Germain	1918	M—French	700	8	8¾ x 11"	Catholics
Journal Des Menages	1915	M—French	1,100	16		Housekeepers
La Semaine Religieuse de Geneve	1852	W—French	1,300	4	14 x 19"	Members of National Protestant Church.
La Suisse Sportive	1896	BW*—French & German	6,500	36	12 x 26cms.	Sportsmen.
La Tribune D'Orient	1922	SM—French	3,000	4	13¾ x 20"	Those particularly interested in the Near East.
Trade Publications						
L'Art en Suisse	1915	M*—German & French edits.	2,000	32	8¼ x 11"	Artists, patrons of art.
Bulletin Commercial et Industriel Suisse	1894	M—French, German and Italian	25,000	40	11½ x 8½"	Financial.
Des Canaux! Des Bateaux!	1920	M—French & German	2,600	16	5½ x 8½"	Tradesmen.
Le Collaborateur	1905	M—French	1,800	8	9½ x 12"	Clerks.
L'Epicier Suisse	1900	M.—French	2,000	20	12 x 9½"	Food products.

ADVERTISING MEDIA OF EUROPE

SWITZERLAND—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Indicateur des Occasions Industrielles	1912	M—French	3,000	12	8 x 12"	Manufacturers and workmen.
Journal D'Agriculture Suisse	1879	W—French		16	6 x 9"	Agriculturists.
Journal Illustre des Ventes et Locations	1909	M—French	2,000	16	11 x 9½"	Doctors.
Le Moteur	1904	W*—French	10,000 X	12-16	12½ x 18"	Sportsmen, motor car and motorcycle owners.
La Musique Populaire	1911	M—French	1,000	13	7 x 9½"	Musicians.
La Patrie Suisse	1893	W—French	15,000	32	9 x 12¾"	High class, clubs, restaurants, etc.
Le Relieur Papetier	1907	M—French	350	4-6	9¾ x 13¾"	Bookbinders.
Revue de Droit International, de Sciences Diplomatiques, Politiques et Sociales	1923	Qt.—French, English, German, Italian & Spanish	2,000	80-120	6¾ x 9¾"	Statesmen.
Revue Mensuelle de l'Automobile & du Cycle	1926	M—French & German	15,000	32	7¾ x 10½"	Automobile owners, tradesmen, garage owners, etc.
Revue Polytechnique	1897	SM*—French	1,200	10-16	8½ x 12"	Scientists, engineers, technicians.
Revue Touring-Club	1896	SM*—French & German	25,000	60	9 x 12"	Members of Swiss Touring Club.
Le Signal Stenographique	1887	10 ts. a year —French	1,000	12	17½ x 24½ cm.	Shorthand typists.
Le Travail Feminin	1910	M—French	1,600	8	8½ x 11"	Women workers, teachers. (Catholic.)
L'Union des Voyageurs de Commerce de la Suisse Romande	1891	M—French	1,500	4	12½ x 18½"	Commercial
Newspapers			**LAUSANNE**			
Le Douanier, der Zollner Il Doganiere	1919	BW—French, German and Italian	3,000	4-6	14 x 21"	Customs employees in Switzerland.
Feuille D'Avis de Lausanne	1762	MD-exS—French (E)	42,000 A	24	12.8 x 19.3"	Popular class.
Gazette des Campagnes	1899	W—French	10,000	10	12½ x 18½"	Medium and high class in French-speaking Switzerland.
Gazette de Lausanne	1780	MD—French (E)	15,000 A	4-8	17.9 x 23.4"	High class.
Tribune de Lausanne	1893	MD—French	12,000 A	6	12.8 x 19.3"	All classes.
Union des Postes, Telephones et Telegraphes Suisses	1898	W—French & Italian	4,500	4-6	14 x 21"	All classes; especially employees of the Swiss postal, telephonic and telegraphic services.
Magazines						
L'Abstinence	1896	SM—French	2,500	8	10 x 14½"	Abstinents, all classes.
L'Aube	1907	M—French	1,200	8	6¼ x 9"	Children (Religious Protestant publication).
Bulletin Feminin (Official Organ of the Union of Women Societies —50,000 members)	1906	M—French		12	7¼ x 9½"	Women, anti-suffragists.
Bibliotheque Universelle et Revue de Geneve		M—French	1,800	140	4½ x 6.7"	Educated and intellectual.
Diana (Organ of the Swiss Hunting Society)	1882	M—French	2,000	12	9 x 12¼"	Hunters.
Ecolier Romand	1923	M—French	15,000	20	6¼ x 9"	Children.
En Famille	1924	W*—French	15,000	24	9 x 12"	All classes.
La Femme D'Aujourd' Hui	1923	SM—French	10,000	20	9½ x 13½"	Women of means.
L'Illustre	1921	W—French	25,000	20	11 x 15"	Higher class.
Pro Lemano	1920	W—French, English and German	3,000	4	15 x 22"	All classes.
Le Monde Economique Revue Historique Vaudoise	1905	M—French & German	12,000	8	10 x 14"	All classes.
		M*—French		24	6½ x 9¼"	Local historical students.
Trade Publications						
Bulletin Financier Suisse	1872	W—French	3,000	8	11½ x 17"	Financial, banking and law circles.
Bulletin Technique de la Suisse Romande	1872	BW*—French	1,000	14	11 x 7½"	Engineers, architects, contractors.
Le Courrier des Sports	1924	M—French	6,000	8	10 x 15"	Motorcycle and motor car owners.
L'Educateur	1863	SM—French	3,200	36	6½ x 9"	Teachers.
Finanz-Revue	1872	W—German	4,000	8	11½ x 17"	Banking, economic and law circles.
Le Forain	1911	M—French	2,500	4-8	15 x 9¾"	Carnival company directors and members.
Gazette des Etrangers Lausanne-Ouchy	1894	W—French	2,500	28	9½ x 13½"	Hotel keepers, tourists, travelers.
Le Gutenberg	1871	W—French & Italian	2,000	4-10	11 x 17"	Typographers.
Le Gymnaste Suisse	1920	W—French	5,000	4	13 x 19"	Gymnasts
L'Horticulteur Romand	1919	M—French	600	8	8 x 10½"	Members of Horticulturists' Association of the Canton of Vaud
Informations Economiques du B. I. S. (Bureau Industrial Suisse)	1922	M—French & German	2,000	6	12½ x 18½"	Business men, manufacturers.
Journal de l'Acheteur	1915	M—French	12,000	4	13 x 19"	Consumers.
Journal d'Horticulturel du Canton de Vaud	1867	M—French	2,000	32	6 x 9"	Flower growers, gardeners, etc.
Journal de Medecine et D'Hygiene Populaires de la Suisse Romande	1922	SM—French	3,400	16	7 x 10"	Medium and high class.
Journal des Tribunaux et Revue Judiciaire	1852	SM—French	600	32	6 x 10"	Lawyers.
L'Ouvrier du Bois et du Batiment	1921	W—French	3,000	4	11 x 16½"	Workmen of the woodworking and building industries.
Le Radio	1922	W*—French	10,000	8	13½ x 20"	Radio amateurs.
Revue Medicale de la Suisse Romando	1880	15 ts. a year—French	1,000	100	5½ x 8½"	Physicians.
Revue Militaire Suisse	1885	M—French	500	48	6½ x 9¼"	Officers of the Swiss army.
Revue Suisse de L'Imprimerie	1923	M—French	1,200	20-40	9¾ x 12½"	Printers and lithographers.
Schweiz. Photo-Zeitung Journal Suisse des Photographes	1897	W—French & German	850	28	7½ x 10"	Photographers.
Le Sillion Romand	1897	W—French	29,000	16	13 x 18"	Agriculturists.
La Source	1890	M—French	1,000	24	5½ x 8½"	Nurses.
La Terre Vaudoise	1908	W—French	12,000	32	7 x 10"	Agriculturalists.
Newspapers			**LUCERNE**			
Luzerner Neueste Nichrichten	1897	ED-exS—German (E)	11,800 A	8	12¼ x 19"	Independent progressive.
Luzerner Tagblatt	1853	ED-exS—German (E)	12,350 A	12	13½ x 19½"	Business men Independent Democratic.
Zentralschweizerisches Arbeitsblatt	1893	ED-exS—German (E)	4,800 A	4	12¼ x 19½"	Labor-Democrat-Socialist.
Vaterland	1834	ED-exS—German (E)	14,700 A	4-8	14½ x 20½"	Conservative Catholic.
			MARTIGNY			
Le Confedere	1860	Tri-W—French (E)	4,500 A	4	21 x 15"	Rich class.
			MONTREUX			
Feuille D'Avis de Montreux	1867	MD-exS—French (E)	2,000 A	4-8	15 x 21.3"	Middle class.
Trade Publications						
Liste des Etrangers de Montreux-Vevey (List of Foreigners, Montreux-Vevey)	1877	Tri-M—French, English, Dutch & German	2,350	28-48	9¾ x 14"	Tourist industry.
Revue Culinaire (Organ of the Swiss Cooks' Union)	1916	SM—French & German	1,600	24	7 x 9¾"	Cooks, restaurant keepers.
Newspaper			**NATERS**			
Walliser Volksfreund	1920	SW—German (E)	2,500 A	4	19 x 12.6"	Popular class.

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ADVERTISING MEDIA OF EUROPE

SWITZERLAND—Continued

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
NEUCHATEL						
Newspaper						
Feuille D'Avis de Neuchatel	1738	MD—French (E)	12,500 A	6-8	22 x 15"	All classes.
La Suisse Liberale	1884	MD & ED—French (E)	4,000 A	4-6	21.2 x 14.1"	Mfrs., merchants, wealthy agriculturists.
Trade Publications						
Feuilles d'Hygiene et de Medecine Populaire	1874	M*—French	3,000	16	7½ x 10½"	Doctors, hospitals, clinics and private people.
Journal Suisse d' Horlogerie et Bijouterie	1876	M—French (Special editions in English and Spanish)	2,000	24	6.3 x 8.9"	Watchmakers, jewelers.
ST. MAURICE						
Newspaper						
Nouvelliste Valaisan	1903	Tri-W—French (E)	7,500 A	4	20½ x 15"	All classes.
SARNEN						
Newspaper						
Amtsblatt des Kantons Unterwalden ob dem walk		W—German	4,000 A	24	5½ x 8½"	All classes.
SCHWYZ						
Newspaper						
Bote der Urschweiz.	1859	SW—German	4,000 A	8-12	13 x 18¾"	Independent progressive.
SION						
Newspaper						
Journal et Feuille d'Avis du Valais et de Sion	1901	Tri-W—French (E)	3,000 A	4	22½ x 17.3"	All classes.
Walliser Bote	1857	SW—German (E)	2,500 A	4	19.3 x 14"	Rich class.
Trade Publications						
Ecole Primaire	1880	SM—French	700	20	6 x 9"	School teachers of the Canton of Valais.
Le Valais Agricole.	1900	SM—French	2,500	16	5¾ x 8½"	Agriculturists.
YVERDON						
Newspapers						
Journal d'Yverdon	1763	French (E)	*5,500 A	6	13.4 x 19.3"	Middle class.
Le Paysan Vaudois.	1921	SW—French	5,000	4	12½ x 19¾"	Peasants.
Magazine						
Pages Gaies	1923	W—French	8,000	16	7 x 10"	All classes.

TURKEY

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
CONSTANTINOPLE						
Newspapers						
Aksham (Turkish Edition)	1918	ED—Turkish	20,000	4	25 x 19"	Merchants, traders, intellectuals.
Aksham (French Edition)	1924	ED—French	10,000	4	56 x 42 cm.	Merchants and others.
Apoghevmatini	1924	ED—Greek	5,000	6	24 x 18"	Middle-class.
Aztarar (Marmara)	1923	MD—Armenian	9,000	4	22 x 16"	All classes.
Echo de Turquie	1925	MD—French	3,500	4	19 x 24"	Officials, intellectuals and merchants.
Ikdam	1892	MD—Turkish	5,000	4	18 x 24"	Former officials, religious.
Jamanak	1908	ED—Armenian	8,000	4	22 x 16"	Merchants.
El Jougueton	1908	W—Judeo-Spanish	1,500	8	16 x 11"	Popular.
Journal D'Orient	1917	MD—French	5,000	4	18 x 24"	Business men & intellectuals.
Jumburiyet	1923	MD—Turkish	18,000	6	18 x 24"	Government officials and intellectuals.
Metarihmisis	1925	ED—Greek	4,000	4	19 x 26"	Commercial and popular
Milliyet	1926	MD—Turkish	15,000	6	19 x 25"	Merchants and officials.
Nor Lour	1914	ED—Armenian	5,000	4	16 x 22"	All classes.
La Republique	1925	MD—French	6,000	4	18 x 24"	Merchants and intellectuals.
Son Saat	1924	ED—Turkish	12,000	6	17 x 25"	Popular & merchants.
Stamboul	1875	ED—French	6,000	4	55 x 42 cm.	Intellectuals and business men.
El Telegrafo	1880	Tri-W—Spanish	2,000	4	12 x 18"	Popular.
Tidague	1925	W—Armenian & French	3,000	4	16 x 22"	Higher class.
El Tiempo	1870	SW—Judeo-Spanish	2,000	8-12	16 x 11"	All classes.
Turkische Post	1926	ED—German	2,000	4	18 x 23"	Business men, intellectuals.
Vakit	1917	ED—Turkish	10,000	6	18 x 24"	Mixed.
Yeni Sess	1926	MD—Turkish	6,000	6	18 x 24"	Popular
Magazines						
Servet-I-Funoun	1891	W—Turkish	4,000	24	8 x 11"	Intellectuals.
Trade Publications						
Bulletin de La Chambre de Commerce et D'Industrie de Constantinople	1882	M—Turkish & French	1,500	200	8 x 10½"	Merchants and business men.
L'Economiste D'Orient	1919	SM—French	800	18	9 x 13"	Merchants and industrialists.
L'Information D'Orient	1918	SM—French	1,400	12	22 x 30"	Merchants, Industrialists & financiers.
Levant Trade Review	1911	M—English	1,000	72	6 x 9"	Merchants.
La Rassegna Italiana	1898	M—Italian	1,000	20	8 x 11"	Merchants, officials, financiers.
SMYRNA						
Newspapers						
Ahenk	1894	ED-exFri.—Turkish	1,800	4	15½ x 22½"	All classes.
Anadolou	1923	MD-exSat.—Turkish	3,500	4	19 x 24½"	All clases.
		ED-exS*—	2,500 X			
Hidmet	1926	MD-exSat.—Turkish	5,000	4	19 x 24½"	All classes.
Journal de Commerce	1926	BW—French	1,800 1,500 X	4	12¼ x 18½"	Foreign merchants
Le Levant	1917	MD-exSat.—French	1,500 1,500 X	4	24½ x 18½"	Especially foreigners and Jews residing in Smyrna.
En Son Telegraph	1926	ED-exFri.—Turkish	2,500 2,500 X	4	17 x 22½"	All classes.
Tijaret	1922	ED-exFri.—Turkish	4,000 2,800 X	2	19 x 25"	Merchants
Yeni Assir	1925	MD-exSat.—Turkish	4,000 3,500 X	4	19 x 24½"	Refugees from Greece and all classes.
Magazine of the Smyrna Chamber of Commerce and Industries	1926	M—Turkish & French	1,000	100	8 x 10½"	Merchants

YUGOSLAVIA

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
BELGRADE						
Newspapers						
Novosti	1920	MD—Serbian (E)	11,000 A	6	55 x 40 cm.	General class.
Pravda	1904	MD—Serbian (E)	16,000 A	8	52 x 33 cm.	General.
Privredni Pregled	1923	W—Serbian (E)	5,000 A	16	47 x 32 cm.	Merchants and industrialists.
Rec	1924	D—Serbian (E)	4,000 A	4	58 x 42 cm.	Mostly politicians.
Samouprava	1881	MD*—Serbian (E)	6,000 A	4	58 x 42 cm.	Political and industrial.
Trgobinski Glasnik.	1890	D-exMon—Serbian (E)	7,500 A	6-8	50 x 35 cm.	Merchants and industrial.
Vreme	1922	MD—Serbian (E)	48,000 A	8-16	39½ x 56 cm.	General.
Politika	1904	MD—Serbian (E)	62,000 A	12-16	34 x 47 cm.	General class.
CELJE						
Nova Doba	1919	Tri-W—Slovenian	2,000	4-8	12½ x 8½"	All classes.
LJUBLJANA						
Domovina	1917	W*—Slovenian	20,000	16	10½ x 15"	All classes.
Jutro	1919	MD*—Slovenian	30,000	8-20	22 x 15"	All classes.
Slovenec	1872	MD*—Slovenian	17,000	8-20	13½ x 20"	All classes.
MARIBOR						
Marburger Zeitung.	1839	ED—German	9,000	6-16	12½ x 18½"	All classes.
Tabor	1919	ED—Slovenian	2,400	6	12 x 18"	All classes.
NOVI SAD						
Delbacska	1920	MD—Hungarian	6,000	8		General class.
Deutsches Volksblatt	1919	MD—German	10,000	8 D 12 Sun.	32 x 46 cm.	General class and farmers.
Zastava	1866	MD-exS—Serbian, Cyrillic characters	3,000	4	47.5 x 63 cm.	General class, farmers.
SARAJEVO						
Jugoslavenski List.	1918	MD—Serbo-Croatian (Latin characters)	7,500	8	50 x 32 cm.	General class and tradesmen.
SUBOTICA						
Bacsmegyei Naplo	1899	MD—Hungarian	24,000	12-32	29 x 21 cm.	General class, Hungarians throughout the Kingdom
VELIKI BECKEREK						
Torontal	1871	MD—Hungarian	3,000	4	42 x 28 cm.	Hungarians, farmers.
ZAGREB						
Dom	1906	W—Croatian	20,000	8	11 x 15½"	Peasants.
Gospodarski List	1842	M—Croatian	6,000	8	12¼ x 19"	Agriculturists.
Hrvat	1919	ED—Croatian	9,000	8	11 x 15¾"	All classes.
Jugoslovenski Lloyd	1908	MD*—Croatian	5,000	6-16	12¼ x 18½"	Business and trade people.
Jutranji List	1911	MD*—Croatian	40,000	16-24	11 x 16"	All classes.
Morgenblatt	1885	MD*—German	10,000	10-12	12½ x 18½"	All classes.
Novosti	1906	MD*—Croatian	35,000	8-42	13¾ x 19¾"	All classes.
Obzor	1859	ED—Croatian	24,000	6	22 x 32"	Intelligent.
Trade Publications						
Motor	1925	BW—Croation-Serbian	3,000	32	9 x 12"	Motorists, aviators and auto-owners.
Tehnicki List	1918	SM—Croatian	2,300	16	9 x 12"	Engineers and architects.

ADVERTISING MEDIA OF ASIA

INDIA AND BURMA

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers		**AHMEDABAD**				
The Gujerati Punch	1901	W*—Anglo-Gujerati (E)	4,000 A	22	13½ x 10"	Middle class; merchants.
The Praja Bandhu..	1898	W*—English and Gujerati (E)	3,000 A	36	12 x 9"	Middle class; merchants.
		ALLAHABAD				
The Pioneer	1865	MD-exTues*—English		24	17½ x 11¼"	Classes having greatest purchasing power.
The Pioneer Mail and Indian Weekly News	1865	W—English		24	17½ x 11¼"	Travelling public
The Pioneer Trade & Industrial Supplement ..... (Supplement to The Pioneer)	1921	M—English		24	17½ x 11¼"	Classes with greatest purchasing power.
The Leader	1909	SW*—English (E)	7,000 A	15	13 x 20"	Chiefly English-speaking Indians.
Magazine						
The Chand		M*—Hindi		90	7¼ x 9½"	Hindi-speaking Indians, educated classes.
Newspaper		**BENARES CITY**				
The 'Aj'	1920	MD*—Hindi		8	13 x 20"	Hindi-speaking Indians of Noncooperative Party.
Newspapers		**BOMBAY**				
The Bombay Chronicle	1913	MD*—English (E)	5,000 A	12-16	17½ x 22"	Educated Indians; some Europeans.
The Bombay Samachar	1815	MD—Gujerati (E)	6,000 A	16-24	16 x 19½"	Chiefly merchants.
The Gujerati	1890	W*—English and Gujerati (E)	7,000 A	36	12 x 9"	Gujeratis and Parsees, mostly commercial.
The Hindustan and The Praja Mitra (U. S. 3)	1880	ED—Gujerati (E)	4,000 A	16	20 x 15"	Educated Indians, chiefly merchants.
The Indian Daily Mail	1923	ED*—English (E)	6,000 A	16-24	15 x 20"	Educated Indians; also many Europeans.
The Indian National Herald	1920	MD—English	20,000	12	22½ x 17½"	Probably all educated people.
The Indian Social Reformer	1890	W*—English.	1,200	16	13 x 8½"	Educated Indians interested in social reform; some Europeans.
The Jam-E-Jamshed	1832	MD*—Gujerati (E)	6,000 A	24	20 x 16"	Commercial community, mostly Parsees.
The Kaiser-I-Hind..	1881	W—Gujerati and English (E)	8,000 A	110	15 x 9"	Chiefly mercantile class of Indians.
The Nawakal	1923	MD*—Marathi (E)	6,000	8-12	20 x 15"	Commercial Marathis.
The Sanj Varatam (U. S. 3)	1902	ED-exS*—Anglo-Gujerati (E)	7,000 A	24	20 x 17"	Merchants and other educated Indians.
The Satya Mitra...	1924	W—English and Gujerati (E)	4,000 A	36	8 x 13½"	Merchant class; chiefly Parsees.
The Times of India and The Evening News of India....	1838 1921	MD*—English (E) ED-exS*—English (E)	25,000 A 10,000 A	16 16	16 x 22" 10¾ x 15½"	Almost all educated Indians and Europeans.
The Times of India Illustrated Weekly	1838	W*—English (E)	34,000 A	50	15½ x 10¾"	Almost all educated classes.
Trade Publication						
The Indian Textile Journal	1890	M—English (E)	1,000 A	112	12 x 8"	Educated commercial classes
Newspapers		**CALCUTTA**				
Amrita Bazar Paprika	1868	MD-exMon*—English (E)	25,000 A	12	18 x 24½"	Chiefly English-speaking Indians.
Ananda Bazar Paprika	1878	MD-exS*—Bengalee ... 40,000 SW*—Bengalee	30,000	14	18 x 13"	Bengali speaking Indians, merchant class.
Basumati	1881	MD*—Bengalee (E) W*—Bengalee (E) M*—Bengalee (E)	25,000 A 40,000 A 10,000 A	8	16 x 24"	Bengalee speaking people, chiefly merchant class.
Bengalee	1858	MD-exMon*—English (E)	15,000 A	8-12	23 x 18"	English-speaking Indians & Anglo-Indians.
The Calcutta Exchange Gazette	1818	MD-exS*—English (E)	2,000 A	60	9½ x 7½"	Commercial, mercantile and trade.
The Englishman....	1821	MD-exS*—English (E)	30,000 A	12-32	22 x 18"	Europeans and educated Indians.
Forward	1923	MD-exMon*—English (E)	10,000 A	12-16	18 x 22"	English speaking Indians.
The Hitabadi	1890	W*—Bengali ..	36,000	4	26 x 40"	Middle class Hindi-speaking Indians of rural districts.
The New Empire ...	1906	ED-exS*—English (E)	6,000 A	6	23 x 18"	English-speaking and Anglo Indians.
The Statesman	1875	MD-exMon*—English	36,126	16	22 x 13½"	Europeans and English-speaking Indians.
The Vishwamitra Karyalaya	1916	MD*—Hindustani	30,000 Sunday	12 28	20 x 14" 15 x 8"	Hindi-speaking Indians, merchant class.
Magazine						
Bharatvarsha	1913	M*—Bengali	11,500	170	7¼ x 9½"	Educated Bengali-speaking Indians.
Trade Publications						
The Agricultural Journal of India..	1906	BM*—English	1,700	100	7½ x 9¾"	Agriculturists.
Calcutta Review ...	1844	M*—English ..		250	6½ x 9½"	Europeans, cultured Indians; educators.
Capital	1888	W*—English	30,000	75	15 x 9¾"	Trades and those interested in Indian products.
Commerce (U. S. 3)	1910	W*—English (E)	7,000 L	44	17 x 11½"	Investors and merchants.
The Indian & Eastern Engineer (U. S. 3)	1858	M—English (E)	5,000 A	180	14 x 10"	Engineers, factory mgrs., technical men.
Indian & Eastern Motors (U. S. 3)	1909	M—English (E)	5,000 A	65	11 x 9"	Motorists and dealers, engineers.
The Indian Journal of Medical Research.	1913	Qt.*—English (E)	1,000 A	284	7½ x 5"	Medical practitioners and research workers.
The Indian Medical Gazette	1865	M*—English (E)	3,500 A	156	10 x 6"	Medical profession.
Indian Medical Record	1890	M—English (E)	2,500 A	80	10½ x 9"	Medical profession.
The Indian Railways (U. S. 3)	1903	M*—English (E)	2,000 A	75	9 x 7"	Those interested in railways; engrs., etc.
Indian Trade Journal	1906	W*—English ...	2,200	80	8 x 10½"	Shippers, buyers, chambers of commerce, railways, etc.
The Journal of Ayurveda		M*—English ...	850	45	6 x 9½"	Indians medical profession.
The Planters Journal and Agriculturist (U. S. 3)	1925	SM*—English ..	2,000	36	12 x 8"	Managers of tea, rubber & sugar estates.
Welfare	1923	M*—English ...	1,000	60	10 x 7½"	Europeans and English-speaking Indians.
Newspaper		**DACCA**				
The East Bengal Times	1926	W*—English ...	1,000	16	16 x 10"	Traders, tea & jute estate officials.
Trade Publication						
Bengal Agricultural Journal		Qt.—English	200	125	6¼ x 9½"	Agriculturists, plantation owners.
Trade Publication		**DEHRA DUN**				
The Indian Forester	1884	M*—English ...		78	9½ x 7"	Only those interested in forestry.
Newspaper		**DELHI**				
The Hindustan Times	1924	MD*—English .. (4 editions)	13,600	16	13 x 20"	English-speaking Indians, civil and military officials.

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ADVERTISING MEDIA OF ASIA

INDIA—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Magazine						
India's Pictorial Magazine	1921	W*—English	(E) 2,500 A	52	10½ x 8¼"	Best class of readers.
Newspapers		**KARACHI**				
Daily Gazette	1879	ED—English	5,000	16-24	20 x 13"	Europeans official and non-official; all classes of Indians.
New Times	1917	ED—English	1,000	6-8	17 x 13"	Indians chiefly.
Sind Observer	1920	ED—English	2,000	12-18	20 x 13"	Europeans and Indians.
		LAHORE				
Bandematram	1920	MD—Urdu	8,000	14	12½ x 14½"	Indians chiefly.
Civil and Military Gazette	1872	MD*—English	(E) 4,000 L	16-20	13 x 20"	Europeans and educated Indians.
Muslin Outlook		ED—English	3,000	8	26 x 20"	Chiefly Indians, (Mahomedans).
Tribune	1881	ED—English	6,000	12	20 x 13"	Europeans and Indians.
Newspapers		**LUCKNOW**				
The Hamdam		MD*—Urdu	(E) 3,000 R	8	18 x 20"	Middle class of Urdu-speaking Indians.
The Oudh Akhbar	1858	MD* & W—Urdu ...(E)	4,000 A	6-12	20 x 20"	Urdu speaking Indians chiefly merchant and upper classes.
		MADRAS				
Andhra Patrika (U. S. 3)	1914	ED*—Telugu	3,200	24	11¼ x 17½"	Telugu reading Indians.
	1909	W*—Telugu	4,500	24	11¼ x 17½"	Telugu reading Indians.
Daily Express	1921	MD*—English ED*—English	1,300 1,700	12	15 x 20"	All classes; Indian and European.
Dravidian	1915	ED*—Tamil	3,800	8	12½ x 20"	All classes.
The Hindu (U. S. 3)	1878	ED*—English Tri-W*—English W*—English	13,850 3,000 700	12 12 56	17 x 23" 16 x 20½" 13½ x 19½"	European, Indian and Anglo-Indian.
Justice	1914	ED*—English	3,800	12	13½ x 20"	All classes.
Madras Mail	1890	ED*—English W*—English	9,000 1,000	16 32	17½ x 22½" 11 x 17"	All classes; Indian and European.
New India	1914	ED & W—English	3,000	12	13½ x 20"	All classes; political student and business
Swadesamitran	1880	ED—Tamil	9,500	16	15 x 20"	Tamil reading classes; trades.
Swarajya (U. S. 3)	1923	Tri-W—Tamil ED*—Tamil	3,500 2,500	12 8	15 x 20" 11 x 17½"	Indians speaking Tamil.
	1926	SW*—Telugu	1,000	8	11 x 17½"	Indians speaking Telugu.
Today	1923	MD*—English ED*—	3,600	10	11½ x 18"	All classes, mostly English speaking Indians.
Magazines						
Indian Review	1899	M*—English	4,000	128	7½ x 9½"	European and Indian.
Trade Publication						
The Planters' Chronicle	1906	W*—English	1,000	40	6½ x 9½"	Planters.
Newspapers		**PATNA**				
The Searchlight	1918	Tri-W*—English	5,100	12-16	20 x 13"	Europeans and English-speaking Indians.
		POONA				
Chritramaya Jagat	1900	M—Marathi	(E) 7,000 A	32	12 x 8"	Almost all educated Marathis.
The Dnyan Prakash	1849	MD—Marathi	3,500	6	13½ x 20"	Educated Marathis; chiefly commercial.
The Kesari	1880	W—Marathi	(E) 20,000 A	16	17 x 12"	Literary and commercial Marathis; retired Indian and European civilian officers.
The Mahratta	1880	W—English	(E) 3,000 A	12	11 x 7"	Educated Indians and Europeans; retired civilian officers.
		SIMLA				
Simla Times	1906	W*—English	10,000	28	15 x 10"	Europeans and Anglo-Indians.

BURMA

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers		**RANGOON**				
The Burma Exchange Gazette	1923	MD-exS*—English	5,000	36	12 x 8½"	Europeans, Burmese, Indians, Chinese, and Japanese.
Burma Exchange Gazette Christmas Number	1924	Yr.—English	4,000	150	10 x 8½"	Europeans, Burmese, Indians, Chinese, and Japanese.
The Rangoon Daily News	1921	MD-exMon*—English	800	20	20 x 13"	All classes.
Rangoon Evening Post	1921	ED*—Chinese	1,500	22	12 x 18"	Chinese merchants, traders, educationalists, professionals.
Rangoon Gazette	1861	MD*—English	(E) 2,600 X	18-24	22¼ x 24"	European, Burman, Indian, Chinese, etc.
Rangoon Gazette Weekly Budget	1880	W—English		28-30	18 x 22"	European, Burman, Indian, Chinese, etc.
The Rangoon Times	1852	ED*—English	4,000	14-16	18 x 24"	Best class Burmans and Europeans.
The Rangoon Times Illustrated Christmas Number	1912	Yr.—English	8,000	120	14½ x 11"	Best class Burmans and Europeans.
The Sun Daily	1913	MD-exS*—Burmese	3,000	32	10 x 9"	Government employes, business men, etc.
The Sun Tri Weekly	1911	Tri-W*—Burmese	1,000	24	10 x 9"	Government employes, business men, etc.
Magazine						
The Sun Magazine	1917	M*—Burmese	2,000	100	6 x 8"	Government employes, business men, etc.

CEYLON

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers		**COLOMBO**				
The Ceylon Daily News	1918	MD*—English	8,000	12-16	16½ x 22½"	Middle classes.
The Ceylon Independent	1888	D—English	4,000	12-16	20 x 14"	Middle classes.
The Ceylon Morning Leader	1907	MD—English	6,500	12		Middle classes.
The Ceylon Observer	1834	ED*—English	4,500	12	20 x 14⅞"	Europeans and better class of Ceylonese.
The Ceylon Observer Weekly edition	1834	W*—English	1,500	24-48	15 x 9"	Principally Europeans.
Ceylon Observer Sunday Edition	1834	W—English	8,700	12	20 x 14⅞"	Europeans and Ceylonese.
The Dinamina	1919	MD*—Singhalese	8,000	8	23 x 17"	Singhalese.
The Lakmina	1912	D—Singhalese	3,450	8	28 x 17"	Singhalese.
Swadesa Mitraya	1924	W—Singhalese	10,000	14	20 x 14⅞"	Singhalese.
The Times of Ceylon (US 3)	1846	ED—English	6,100	12		Europeans and better class of Ceylonese.
Times of Ceylon Sunday Illustrated	1923	W—English	10,000	24		Europeans and the majority of the English speaking Ceylonese.
Magazines						
Ceylon Observer Christmas Number	1904	Yr*—English	5,000	100		Europeans and better classes of Ceylonese.
The Ceylon Post Office Guide	1876	Yr—English	(E) 1,500 X	300	5 x 8½"	General public.
Times of Ceylon Christmas Number	1903	Yr—English		112	Royal 4to	Europeans and majority of English speaking residents.
Trade Publications						
Ferguson's Ceylon Directory	1860	Yr—English	3,000	2,200	7½ x 4"	Business houses.
Times of Ceylon Green Book	1921	Yr—English		1,423		Mercantile, planters.

JAPAN

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspaper		**FUKUOKA**				
Fukuoka Nichi Nichi Shimbun	1919	MD & ED—Japanese	250,000 Z	8 4	MD 20 x 15" ED	Better class business men.
		KAGOSHIMA				
Kagoshima Shimbun	1882	MD—Japanese	(E) 40,000 X	10	20 x 15"	General-local.
		KOBE				
Ehime Shimpo	1887	MD & ED—Japanese	43,500	8	16 x 22"	All classes.
Geibi Nichi Nichi Shimbun		MD & ED—Japanese		8	16 x 22"	All classes.
The Kobe Herald and Osaka Gazette	1889	ED-exS—English with Japanese supplement		8	15½ x 21½"	Foreign residents and English speaking Japanese.
Kobe Nichi Nichi Shimbun	1922	ED—Japanese	45,000	4	16 x 21¾"	All classes.
The Kobe Yushin Nippo	1884	MD—Japanese	190,000	10	16 x 22"	All classes.
Trade Publications						
Japan Monthly	1924	M—Japanese & English	6,000	50	9 x 12"	Better class.

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ADVERTISING MEDIA OF ASIA

JAPAN—Continued

Name of Paper	Date Established	Issued and Language	Average Circulation	No. of Pages	Size of Page	Reader Influence
The Kyojo Iji Eisei (The Kyoto Medicine and Sanitary News)	1894	M—Japanese	1,300	50	7½ x 10¼"	Physicians.
Newspapers						
KUMAMOTO						
Kyushu Nichi Nichi Shimbun	1884	MD—Japanese	(E) 30,000 X	10	20 x 15"	General.
KURE						
The Kure Nichi Nichi Shimbun	1900	MD—Japanese	50,000	8	16 x 22"	All classes.
MOJI						
Moji Shinpo	1892	MD—Japanese	3,500	6	20 x 15"	General.
NAGASAKI						
Nagasaki Nichi Nichi Shimbun	1917	MD & ED-exs—Japanese	(E) 30,000 B	8	20 x 15"	All classes.
Nagasaki Shimbun	1924	MD & ED—Japanese	(E) 25,000 X	8	20 x 15"	General-local.
NAGOYA						
Nagoya Shimbun	1894	MD & ED—Japanese	(E)250,000 X	4 ED 8 MD	16 x 21½"	General.
Shin Aichi	1888	MD & ED—Japanese	(E)250,000 X	4 ED 8 MD	16 x 21½"	General.
Shinano Mainichi Shimbun	1911	MD & ED—Japanese		6 MD 4 ED	16 x 21½"	General.
OSAKA						
The Osaka Asahi Shimbun	1879	MD—Japanese	1,300,000	12	12¾ x 16⅝"	All classes.
The Osaka Mainichi	1888	MD & ED—Japanese	1,200,000	12	12¾ x 16⅝"	All classes.
The Osaka Mainichi & Tokyo Nichinichi (English Edition)	1922	MD*—English	25,000	8	16 x 21½"	Foreigners in Japan: intellectual class; business men; educators and advanced students.
Osaka Sake Shoyu Shimbun	1911	5 cts monthly—Japanese	30,000	6	16 x 21"	Brewers and makers of refreshing beverages.
The Sunday Mainichi		W—Japanese	250,000	36	10½ x 15"	
Taisho Nichi Nichi Shimbun	1919	MD & ED—Japanese	50,000	4	16 x 21"	All classes.
Magazines						
The Asahi Sports		BM—Japanese	100,000	32	10½ x 15¼"	All classes.
The Asahi Weekly		W—Japanese	300,000	48	10½ x 15¼"	All classes.
The Asahigraph		W—Japanese	200,000	24	10½ x 15¼"	All classes.
Lady		M—Japanese	50,000	84	7½ x 10"	All classes.
The Screen and stage		M—Japanese and English	100,000	44	10¼ x 15"	All classes.
Stage and Screen	1924	M—Japanese	50,000	70	9¾ x 13"	Lovers of plays and movies and middle class.
Trade Publications						
Asahi Camera		M—Japanese	60,000	140	7½ x 10"	All classes.
Economist	1923	BM—Japanese	35,000	68	7½ x 10¼"	Intellectual class.
Engineering	1913	M—Japanese, English & German	5,000	80	9 x 12"	Mechanical, electrical & metallurgical engineers.
Industrial Japan	1904	M—Japanese & English	20,000	150	8¾ x 12"	Engineers, technicians, exporters & importers, dealers in machinery & tools.
The Jyutaku Kenkyu-Kai (Study of Residences)	1920	M—Japanese & English	6,000	100	7½ x 10¼"	All classes—especially builders.
Kogyo Hyoron (Japan Industrial Review)	1913	M—Japanese (some English)	5,000	...	9 x 12"	Commerce and industry.
The Mokusai Shimbun	1904	5ts monthly—Japanese	12,600	8	16 x 21½"	Those interested in forestry, lumber and construction.
Osaka Ginko Tsushin-Roku (The Osaka Banker's Report)	1897	M—Japanese	5,000	210	7 x 10"	Bankers and trust companies.
Osaka Keshohin Shoho	1901	W—Japanese	10,000	32	16 x 18½"	Mfrs. and wholesale dealers of toilet preparations.
Osaka Komamono Shimpo	1896	Tri-M—Japanese	10,000	22	12 x 18"	Wholesale and retail dealers of fancy goods.

(*Continued on page 336*)

The New Jiji Building, Tokyo

American Manufacturers Who Demand Results Use the Jiji in Japan

More and more foreign advertisers, who want to get results in Japan use the Jiji. Year after year Jiji's influence among progressive and prosperous Japanese—the best customers for American products—increases.

Jiji's leadership is associated closely with the high ideals of the great Fukuzawa, who started the paper in 1882. His courage, energy and high principles have guided Jiji since it was founded. They have become part of the fundamental policy of the paper.

Advertisements in the Jiji are read with the same confidence as the leading editorials. American manufacturers, who require results, use the Jiji.

Partial List of American and European Advertisers, Who Use the Jiji Regularly

Westinghouse Electric International Co.
International General Electric Co.
Frick Company, Inc.
Standard Oil Co. (of New Jersey).
Rex Spray Co.
Allsteel Safe Co.
Royal Baking Powder Co.
Lipton's Tea
Stetson Hat Co.
Pompeian Co.
Ford Motor Co. of Japan, Ltd.
Dodge Brothers, Inc.
Packard Motors Export Corp.
Hupp Motor Corporation
General Motors
Chrysler Motor Cars
John N. Willys Export Corp.
Harley-Davidson Motorcycle Co.
Indian Motorcycles
Triumph Motorcycles
Firestone Tires
United States Rubber Co.
Goodyear Rubber Co.
American Bosch Co.
L. C. Smith Typewriters
Royal Typewriters
Ever-Ready Safety Razors
Wahl Pen Company
Citroen Motor Cars
Pepsodent Toothpaste
Musterole
Fry's Cocoa
Studebaker Motor Co.
Morris Car
Nash Motor Co.
Paige Motor Co.
Hudson Motor Co.
Essex Motor Co.
National Cash Register Co.

THE JIJI SHIMPO

Tokyo's Leading Japanese Newspaper

——American Representatives——

Trans-Pacific Advertising & Service Bureau
INCORPORATED

Room 1512, 110 East 42nd Street
New York

ADVERTISING MEDIA OF ASIA

JAPAN—Continued

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers						
SHIMONOSEKI						
Kanmon Nichi Nichi Shimbun	1880	MD & ED—Japanese	43,000 Z	10	20 x 15"	Better class—general.
SHIZUOKA SHI						
Shizuoka Shimpo	1893	MD & ED—Japanese	.....	8	16 x 21"	General.
TAKAMATSUSCHI						
Shikoku Mimpo	....	MD & ED—Japanese	12,850	6	16 x 22"	All classes.
TOKUSHIMA						
Tokushima Nichi-nichi Shimpo	1876	MD & ED—Japanese	45,500	8	16 x 22"	All classes— especially intellectual classes.
TOKYO						
Chugai Shogyo Shimpo	1876	MD & ED—Japanese	(E)100,000 A	4 ED 8 MD	21½ x 16"	Commercial circles.
Hochi Shimbun	1872	MD & ED—Japanese	1,790,000	8 MD	21½ x 16"	General.
The Japan Advertiser	1890	MD—English	...	4 ED 12	18½ x 22½"	Foreign residents.
Japan Times	1897	ED—English	8,000	8-16	23¾ x 15"	Intellectual class.
Jiji Shimpo	1882	MD & ED—Japanese	(E)300,000 A	14	21½ x 16"	High class.
Kokumin Shimbun	....	MD & ED—Japanese	(E)150,000 A	6 MD 4 ED	21½ x 16"	General.
Kwampo (Official (Gazette)	....	MD—Japanese	40,000 X	40	12 x 9"	Officials.
Miyako Shimbun	1884	MD—Japanese	(E)150,000 A	12	21½ x 16"	Lower class.
Tokyo Asahi Shimbun	1888	MD & ED—Japanese	(E)400,000 A	8 MD 4 ED	21¾ x 16"	Middle class.
Tokyo Nichi Nichi Shimbun	1872	MD & ED Japanese	(E)500,000 A	8 MD 4 ED	21½ x 16"	General
Yorozu Choho	1892	MD & ED—Japanese	(E)100,000 A	6 MD 4 ED	21½ x 16"	General.
Magazines						
Chuo Koron		M—Japanese	100,000 Z	350	8¾ x 5¾"	Intellectual class
Fujin-No-Tomo	1921	M—Japanese	(E) 70,000 A	200	8¾ x 5¾"	Women.
Jitsugyo-No-Nihon	1897	M—Japanese	(E)100,000 A	200	10½ x 7½"	General, especially young generation.
King	1921	M—Japanese	(E)700,000 A	600	8¾ x 5¾"	General.
Shufuno-Tomo	1920	M—Japanese	(E)300,000 A	400	8¾ x 5¾"	Women.
Newspapers						
YAWATA						
Yawata Shimpo	1908	MD—Japanese	(E) 1,000 X	4	20 x 15"	General local.
YOKOHAMA						
Yokohama Boeki Shimpo (Yokohama Trade News)	1890	MD—Japanese	165,000	6	16 x 21"	General.
Yokohama Maicho Shimpo (Yokohama Daily News)	1898	MD—Japanese	40,000	4	16 x 21"	General.
Magazines						
The Japan Review	1927	BW—English	....	48	12 x 9"	Foreign residents.
Trade Publication						
Kiito Kinumono Zasshi	1918	M—Japanese	3,000	40	10½ x 7½"	Raw silk trade.

CHINA

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers						
AMOY						
Amoy Siong Po	1922	MD—Chinese	(E) 500 R	8	21½ x 15½"	Gentry, teachers, students and merchants.
Chuan Mun Sinjippo	1904	MD—Chinese	(E) 600 R	8	21½ x 15½"	(do)
Hah Seng Daily News	1920	MD—Chinese	(E) 900 R	8	21½ x 15½"	(do)
Kiang Sing Po	1918	MD—Chinese	(E) 1,010 R	8	21½ x 15½"	(do)
Minchung Daily News	1916	MD—Chinese	(E) 1,200 R	8	21½ x 15½"	(do)
Soo Beng Times	1920	MD—Chinese	(E) 900 R	8	21½ x 15½"	(do)
ANKING						
Ming Yai Pao (Ming Yen Pao)	1912	MD—Chinese	(E) 350 L	8	15½ x 21½"	Educational and commercial classes.
ANTUNG						
Anto Shimpo (Antung News)		MD-exS—Japanese	2,000	4	21½ x 14½"	Japanese only, local employes of South Manchuria Railway
Tung Pien Szu Pao (Eastern Marches Times)	1923	MD-exS—Chinese.	4,600	4	21 x 15"	Chinese residents of Antung and small towns.
CANTON						
Canton Gazette	1923	MD—English	(E) 1,000 R	6	22 x 15½"	Educated Chinese and foreigners.
Kwang Chow Man Kwok Yit Po	1924	MD—Chinese	(E) 15,000 R	14	15 x 20½"	General Chinese reading public.
Seventy-Two Guild Journal	(About) 1907	MD—Chinese	(E) 10,000 R	8	15 x 20½"	General Chinese reading public.

(*Continued on page 337*)

Hochi Shimbun

Tokyo, Japan

THE combined circulation of the morning and evening editions of Hochi Shimbun is

1,790,000

Hochi, established in 1872 is the oldest and largest of all the Japanese dailies.

American advertisers can depend on results from advertising placed in Hochi.

MASATAKA OHTA
Chairman of the Board of Directors

CHIICHIRO TAKATA
Managing Editor and Director

CABLE ADDRESS: "HOCHI TOKYO"

ADVERTISING MEDIA OF ASIA

CHINA—Continued

Name of Paper	Date Established	Issued and Language	Average Circulation	No. of Pages	Size of Page	Reader Influence
CHANGSHA						
Hunan Ming Pao....	1926	MD—Chinese ...	4,800	8	15 x 22"	General public.
Hunan Shih Pao....	1918	MD—Chinese ...	2,500	8	15 x 22"	General public.
Ming Kou Jih Pao...	1926	MD—Chinese ...	5,000	8	15 x 22"	General public.
Nan Yo Jih Pao.....	1926	MD—Chinese ...	3,000	8	15 x 22"	General public.
Shang Pao.....	1922	MD—Chinese ...	3,000	8	15 x 22"	General public.
Ta Kung Pao.....	1923	MD—Chinese ...	4,000	8	15 x 22"	General public.
CHINKIANG						
Tsi Chiang Pao.....	1919	MD—Chinese	(E) 1,000 L	8	15½ x 21½"	Educational and commercial classes.
CHEFOO						
Ai Kuo Pao.....	1918	MD—Chinese	(E) 700 L	10	21 x 15"	Merchants and students.
Chefoo Daily News..	1924	MD—English	(E) 300 L Summer (E) 145 L Winter	12	11 x 15"	Entire foreign population of Chefoo.
Chung Shing Pao....	1906	MD—Chinese	(E) 800 L	10	21 x 15"	Merchants and students.
DAIREN (Manchuria)						
Dairen Shimbun.....	1920	MD & ED—Japanese	41,000 Z	4 MD 4 ED	21½ x 16½"	Japanese.
Manchuria Daily News	1908	ED—English ..	1,100	4	21½ x 15½"	Foreigners and and English speaking Japanese.
		With monthly supplement ..	800 Z	6	Wed. & Sat.	
Manshu Nichi Nichi Shimbun	1908	MD & ED—Japanese	62,859 Z	4 MD 8 ED	21½ x 16½"	Japanese.
Ryoto Shimpo.....	1905	MD & ED—Japanese	55,200 Z	8 MD 4 ED	21½ x 16½"	Japanese.
FOOCHOW						
Chien Pao.....	1918	MD-exMon—Chinese..	1,200 Z	4	15 x 21"	Scholars, business men and artisans.
Ch'iu Shih Pao....	1918	MD-exMon—Chinese..	1,400 Z	8	15 x 21"	Business & official.
Fu-chion Jih Pao (The Fukien Daily News)	1919	MD-exMon—Chinese..	888 Z	4	15 x 21"	Business and artisans.
Kung Tao Pao.....	1920	MD-exS—Chinese..	1,000 Z	4	15 x 21"	Scholars, business men and artisans.
Min Pao.....	1908	MD-exMon—Chinese..	4,000 Z	8	16 x 22"	Mostly official & business.
Shang Pao.....	1925	MD-exMon—Chinese...(E)	300 X	4	15 x 21"	Business men & artisans.
Trade Publication						
The Book of Foreign Medicine	1920	Yr.—Chinese ...	2,000	200	5 x 7½"	All classes.
Newspapers		**HANKOW**				
Central China Post.		MD-exS—English.	3,000	14	22 x 16"	Mostly foreigners (British)
Hankow Herald....	1923	MD-exMon—English....	3,000	16	19 x 14½"	Foreigners and large circulation among Chinese.
Newspapers		**HARBIN**				
The Harbin Daily News	1914	MD-exMon—English....	500	6	15 x 22"	Commercial and educated.
Harbin Observer....	1925	ED—English ...	900 Z	4 Sat. 6	....	Local British & American residents.
The International (Kuo-chi-hsieh-pao)	1918	MD—Chinese ...	3,000	8	22 x 15½"	Officials, merchants and teachers.
Kung Pao.....	1926	MD—Chinese and Russian	4,000	4	28 x 24"	Merchants, railway officials and all official institutions.
Molva	1924	MD—Russian ...	9,800	6	.....	Wide masses of population.
Novosty Jizny.....	1907	MD*—Russian ..	4,000	6	22½ x 35"	Middle class.
Rupor	1921	ED—Russian ...	5,500	4-6	24 x 18"	Merchants, employes and workmen of Chinese Eastern Railway and public.
Russkoye Slovo.....	1926	MD—Russian ...	3,500	6	28 x 33"	Merchants, railway officials and refugees.
Ta-cheng-Shih Pao..	1926	MD—Chinese ...	2,000	4	15 x 10½"	Officials and merchants.
Tung-Tsui-Shang-Pao	1917	MD—Chinese ...	1,200	8	21½ x 15½"	Merchants.
Zarya	1920	MD—Russian ...	9,000	6	24 x 18"	Various.
Trade Publication						
Manchuria Monitor & Economic Bulletin.	1923	M—Russian and W—parallel English text	1,500	200 ...	23½ x 31½ cm. 19½ x 31 cm.	Very general.

(*Continued on page* 338)

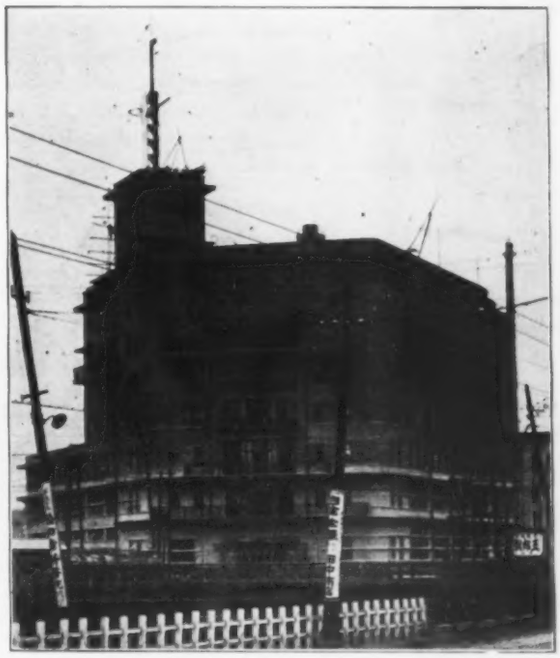
OBTAINING CONFIDENCE

For Your Product in Japan

can always be accomplished by advertising your merchandise in a newspaper which has earned the confidence of the Japanese public.

The **Tokyo Asahi** is to Japanese readers what the London Times is to Britishers or the New York Times to Americans. Its largest circulation in Tokyo together with the tremendous buying power of its readers make it the logical choice for advertisers in Japan.

The **Tokyo Asahi** leads all other Tokyo newspapers both in news and advertising.



Japan's Finest Newspaper Building

The Tokyo Asahi Shimbun

AMERICAN REPRESENTATIVE

Trans-Pacific Advertising & Service Bureau

Room 1512, 110 East 42nd Street

New York City

ADVERTISING MEDIA OF ASIA

CHINA—Continued

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers						
HONGKONG						
The China Mail	1845	ED—English	(E) 1,600 A	12	21 x 18"	All classes of Europeans.
Hongkong Daily Press	1847	MD—English	(E) 3,000 A	12	21 x 18"	Predominantly shippers, merchants.
Hongkong Sunday Herald	1903	W—English	(E) 4,000 A	18	21 x 18"	All classes of Europeans.
Hongkong Telegraph	1871	ED*—English	(E) 2,000 A	18	21 x 18"	All classes of Europeans.
Kung Sheung Yat Po	1925	MD*—Chinese	(E) 3,000 A	12	18½ x 26"	Lower classes.
South China Morning Post	1903	MD*—English	2,800 A	18	21 x 18"	All classes of Europeans.
Sun Po	1924	MD—Chinese	(E) 1,500 A	10	15 x 22"	Laboring and middle classes.
Tai Kwong Yat Po	1911	MD—Chinese	(E) 5,000 A	14	18½ x 26"	The masses.
Tsun Wan Yat Po	1872	MD*—Chinese	(E) 6,000 X	16	18½ x 26"	Lower and middle classes.
Wah Kiu Yat Po	1925	MD—Chinese	(E) 6,000 A	12	18½ x 26"	Merchants and better classes.
Wah Tze Yat Po	1866	MD*—Chinese	(E) 8,000 A	16	18½ x 26"	Largely merchants and better class Chinese.
KAOYU						
Shing Kaoyu Jih Pao	1922	MD—Chinese	(E) 300 L	4	15½ x 21½"	Educational and commercial classes.
MUKDEN						
Sheng Ching Shih Pao	1901	MD—Chinese	(E) 12,000 B	8	16 x 21½"	Merchants and officials.
Tung San Shen Kung	1907	MD—Chinese	(E) 5,000 B	8	15⅝ x 21½"	Merchants and officials.
Tung San Sheng Min Pao (People's News of Three Eastern Provinces	1922	MD—Chinese	(E) 2,000 B	8	15½ x 21½"	Merchants and officials.
NANKING						
Nan Fang Jih Pao	1913	MD—Chinese	(E) 350 L	8	15½ x 21½"	Educational and commercial classes.
PEKING						
Peking Leader	1924	MD-exMon—English	10,000	14	.....	Americans, English, French and Chinese in official work.
Peking Daily News	....	MD-exS—English	1,000	8	.....	
Le Journal de Pekin	....	MD—French	....	8	.....	French and other foreign residents; a few Chinese.
SHANGHAI						
The Celestial Empire	1871	W*—English	(1) 300 A	50-70	14¼ x 9⅝"	Europeans and Chinese.
The China Courier	1926	MD-exS—English	(E) 2,500 A	8	21 x 18"	Mostly English speaking Chinese and foreigners.
The China Press	1911	MD-exMon*—English	(E) 2,500 X Daily (E) 3,500 X Sunday	14-20	22½ x 17½"	60 per cent Chinese, and other nationalities.
The China Times	1907	MD*—Chinese.	85,000 Z	16	32 x 45"	Businessmen, bankers, schoolmen, etc.
China Tribune	1926	W*—Chinese and English	1,800 Z	12-16	15½ x 10½"	Mostly Chinese.
Christian Intelligencer	1902	W—Chinese	(E) 6,000 A			Chinese, largely church members.
Eastern Times	1904	MD*—Chinese	35,000 Z	4	16 x 22½"	Chiefly educated class.
Evening News	1918	ED*—English	3,000 Z	8	15½ x 21½"	Business people chiefly.
North-China Daily News	1850	MD*—English	7,100	19-21	18½ x 24½"	Americans, British, English speaking Chinese.
North-China Herald	1850	W*—English	3,350	48	12¼ x 18½"	Merchants and officials throughout China. Those interested in China abroad.
The Republican Daily News	1917	MD—Chinese	(E) 20,000 A	4	14 x 19"	High class.
The Shanghai Mainichi Shimbun	1927	MD*—Japanese	(E) 7,000 A	12	14½ x 20½"	All Japanese interested in China.
Shanghai Nippo	1902	MD*—Japanese	(E) 4,500 A	10	20 x 14½"	Japanese.
The Shanghai Nichi Nichi Shimbun	1914	MD—Japanese	(E) 6,000 A	12	20 x 14"	Commercial.
Shanghai Journal of Commerce	1921	MD—Chinese	(E) 8,000 A	12	56 x 32 cm.	High class.
The Shanghai Mercury	1879	ED-exS*—English	(E) 500 A	8-12	24 x 16¼"	Europeans and Chinese.
The Shanghai Times & The Shanghai Sunday Times	1902	MD*—English W*—English	6,000 Z 8,500 Z	16 50-100	16½ x 21"	Best class, foreign and Chinese.
The Shun Pao (Chinese Daily News)	1872	MD*—Chinese	(E) 90,000 to (E) 100,000 A	24	15 x 20½"	Chinese merchant, student and man of affairs.
Sin Wan Pao	1893	MD*—Chinese	(E) 100,000 to (E) 120,000 A	16-20	16 x 20"	All classes, especially merchants.
Magazines						
Asia	1926	M—English	....	82	9½ x 7"	Distinctly the educated.
Die Brucke	1925	W—German	(E) 1,800 A	20-24	12 x 9"	Educated class.
China Christian Advocate	1912	M—English	(E) 2,500 A (Weekly temporarily)	20 12	9 x 12"	Chinese people.
Chinese Christian Advocate (Chinese Edition)	1902	W—Chinese	(E) 5,000 A	00	6 x 9"	Semi-foreignized Chinese.
The Chinese Educational Review	1900	M	20,000	6	x 8½"	Educated circles.
The English Student	1915	M—Chinese and English	(E) 7,000 A	80 160 (Special issues)	6 x 9"	Students and persons who study English.
The English Weekly	1913	W—English	48,000	6	x 8½"	Students of beginning English and their teachers.
Happy Childhood	1913	M—Chinese	(E) 7,000 A	24		Children 12-14 years, mothers and primary teachers.
Henderson's Magazine	1924	W—English	48,000 (E) 2,000 A	90	7⅝ x 9¾"	All foreigners & English speaking Chinese.
The Ladies Journal	1914	M	21,000	..	6 x 8½"	High and middle classes.
The Orient	1924	M	2,000	..	11 x 8¼"	U. S. Navy & Marine Corps, China station.
S. A. S. Nooze	1921	W—English	(E) 300 X	8	12 x 8"	Students, parents, alumni.
The Short Story Magazine	1910	M	18,000	..	6 x 8½"	
The Story World	1923	W	30,000	..	4 x 6"	Popular.
The Student's Magazine	1914	M	18,000	..	5½ x 8"	High School students and teachers.
Young Peoples' Friend	1920	M—Chinese	(E) 3,000 A	100	6 x 9"	Chinese students in China.
Youth Magazine	1911	M	25,000	..	4 x 6"	School boys and girls.
Trade Publications						
Association Progress	1916	M*—Chinese	(E) 6,500 A	120	7 x 10"	Students, merchants, gentry.
The Bankers' Weekly	1917	W*—Chinese	(E) 8,000 A	90	10 x 7½"	Mostly Chinese bankers and merchants.
Capital and Trade	1924	W—English	2,000 Z	24	9½ x 13"	Business men, industry and investment.
China Architects & Builders Compendium	1924	Yr.—English	(E) 1,000 A	160	8½ x 11½"	Architects, builders, property owners, householders, most business firms.
China Chemists and Druggists Review.	1924	BM*—English &		16-20	7½ x 10½"	Chemists and druggist trade, hospitals, physicians.
Book and Pocket Manual	1924	Chinese	(E) 3,000 A	10	English Chinese	
China Coasters Tide	1898	Yr.—English	(E) 1,000 A	440	3¾ x 6¼"	Maritime people.
The China Digest	1925	W—English	1,250 Z	32	7 x 10"	Influential.
The China Journal	1923	M*—English	(E) 2,000 A	50	7¾ x 4½"	Intelligent, both Chinese and foreign, select class of high purchasing power.
China Medical Journal	1887	M*—English	(E) 950 A	150	9½ x 6½"	Physicians and hospital superintendents.
China Stock & Share Handbook	1916	Yr.—English	(E) 1,000 A	384	8½ x 11"	Business people, principally investors.

(*Continued on page 339*)

ADVERTISING MEDIA OF ASIA

CHINA—Continued

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
China Weekly Review	1917	W*—English	(E) 3,000 A	30-60	7 x 10"	Those interested in politics.
The Chinese Recorder	1857	M*—English	(E) 1,850 A	106	6 x 9½"	Missionaries
The Comaerib Directory of China	1924	Yr.*—English Chinese	2,500 Z	2000	8½ x 5½"	Commercial
The Comaerib Chinese Directory	1924	Yr.*—	5,000 Z	1500	8½ x 5½"	Commercial
The Comaerib Directory of Japan, China & Far East	1924	Yr.*—	2,000 Z	2500	8½ x 5½"	Commercial
Commercial & Industrial China	1922	M*—Chinese	12,000 Z	40-60	10 x 7½"	Industrial.
Commercial Directory of Shanghai	1918	Yr.*—Chinese	(E) 10,000 A	700	6 x 8¾"	Merchants.
Directory of Protestant Missions in China	....	Yr.—English	(E) 1,000 A	450-500	5 x 7½"	
Educational Review	1909	QT.—English	(E) 1,000 A	100	5½ x 8½"	Educationalists.
Far Eastern Investors Year Book	1926	Yr.—English	2,000 Z	300	.....	Investors.
The Far Eastern Review (US3)	1904	M*—English	(E) 5,000 A	160	8 x 10½"	Engineers.
Finance and Commerce	1920	W*—English	(E) 500 A	10	21½ x 15½"	Commercial community.
Hallock's Chinese Almanac	1903	Yr.—Chinese chiefly Some English	(E) 25,000 X	40-100	6½ x 10½"	All classes of readers, educated.
The Industrial & Commercial Advocate	1923	W*—Chinese	9,000 Z	1	15 x 20"	Industrial, commercial and educational community.
Israel's Messenger	1904	M—English	(E) 8,000 A	24	13 x 10"	A Jewish family journal.
North-China Hong List	1865	SA—English	(E) 4,000 A January (E) 900 A July	1000	7½ x 10½"	This is the standard directory of China.
Rosenstock's Business Directory of China	1903	Yr.*—English	(E) 2,500 A	1400	8 x 6"	Business community.
Safety First	1927	W—English	3,000	44	9 x 12"	General and military defence forces.
Shipping and Engineering	1909	W*—English	1,500 A	40	6¾ x 11"	Business and shipping.
Signs of the Times (Shih Djao Yueh Pao)	1905	M—Wenli (Chinese)	(E) 55,000 A	30	7½ x 10"	Business and official.
Newspapers			**TSINAN**			
Ta Min Chu Pao	1919	MD—Chinese	4,000	8	15 x 21¾"	General.
Tah Tung Jih Pao	1911	MD—Chinese	2,600	4	15½ x 21"	General.
Tsinan Jih Pao	1917	MD—Chinese	3,500	8	15 x 21½"	General.
			TSINGTAO			
Chung Kuo Tsingtao Pao	1912	MD—Chinese	(E) 1,500 X	8	20 x 28"	Chinese of business class.
Kiao Au Jih Pao	1923	MD—Chinese	(E) 1,500 X	8	17 x 14"	Chinese business class.
Santo Shimpo	1926	ED—Japanese	(E) 2,500 X	6	15 x 19"	Japanese business men.
Seito Shimpo	1925	MD—Japanese	(E) 6,000 X	6	15 x 19"	Principally Japanese.
Ta Tsingtao Shi Pao	1915	MD—Chinese	(E) 2,000 X	8	15 x 19"	Chinese and Japanese of business class.
Tsingtao Shi Pao	1922	MD—Chinese	2,000 Z	8	22 x 15"	Chinese merchants.
The Tsingtao Times	1922	MD-exMon*—English	1,000 Z	8	22 x 15"	American, British, Germans and English reading Chinese.
			WUHU			
Kung Shan Jih Pao	1916	MD—Chinese	(E) 1,000 L	10	15½ x 21½"	Business men.
Wan Kiang Daily News	1910	MD—Chinese	(E) 1,000 L	8	15½ x 21½"	Educational
Yangchow Daily News	1920	MD—Chinese	(E) 300 L	6	15½ x 21½"	Educational and commercial classes.
			YUNNANFU			
Chun Pao	....	MD—Chinese	200	4	15½ x 21½"	Merchants, officials, students.
Fu Tan Pao	1922	MD—Chinese	200	4	15½ x 21½"	Merchants, officials, students.
Hsi Nan Jih Pao	1926	MD—Chinese	1,000	8	15½ x 23½"	Merchants, officials, students.
She Hui Hsin Pao	1925	MD—Chinese	200	4	15½ x 21½"	Merchants, officials, students.

FRENCH INDO-CHINA

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Magazines			**ANNAM**			
Aux Fils de France	1923	M—French	500	16	22 x 15 cm.	Roman Catholic, French and instructed natives.
Loi-Tham	1922	SM—Annamite (quoc-ngu characters)	3,000	48	14 x 22 cm.	All classes of literate Christian natives.
Trade Publications			**CANTHO**			
Memento Indochinois	1926	Yr.*—French	....	200	10 x 15 cm.	All French-reading.
An-Ha-Bao	1916	W—Annamite (quoc-ngu characters)	....	...	55 x 38 cm.	Native business men, planters, officials.
Newspapers			**COCHINCHINE**			
L'Appel	1916	W—French	700	4	39 x 58 cm.	Commercial, planters, authorities.
			HAIPHONG			
Le Colon Francais	1926	Tri-W—French	....	...	46 x 26 cm.	Devoted to the interests of French colonists
			HANOI			
L'Argus Indochinois	1921	SW*—French	3,200	4	62 x 45 cm.	French and natives of advanced tendencies.
L'Avenir du Tonkin	1893	MD—French	....	4	61 x 45 cm.	General.
Bao-Dong-I'hap	1925	Tri-W*—Annamite (quoc-ngu characters)	5,000	4	60 x 45 cm.	Natives of all literate classes.
Le Courrier d' Haiphong	1886	MD—French	....	...	60 x 45 cm.	General news sheet for French residents.
L'Eclaireur	1923	MD—French	....	...	60 x 46 cm.	
France-Indochine	1918	ED*—French	2,000	4-6	60 x 45 cm.	Middle class French and natives.
L'Independance Tonkinoise	1888	MD—French	....	...	63 x 44 cm.	General-French.
L'Indochine Republicaine	1924	MD—French	....	...	60 x 45 cm.	General—French and certain natives.
Khai-Hoa-Nhat-Bao	1921	ED—Annamite (quoc-ngu characters)	....	4	62 x 46 cm.	Tonkinese natives.
Thuc-Nghiep-Dan-Bao	1921	MD—Annamite (quoc-ngu characters)	....	4	46 x 61 cm.	Natives of all literate classes.
Trung-Bac-Tan-Van	1913	MD—Annamite (quoc-ngu characters)	....	...	61 x 45 cm.	Natives.
Trung-Hoa-Nhat-Bao	1923	Tri-W	2,500	4	60 x 45 cm.	Roman catholic natives.
La Volonte Indochinoise	1926	MD—French	....	4	62 x 45 cm.	Conservative French.
Magazines						
Bulletin Paroissial de Hanoi	1901	M—French	....	...	24 x 16 cm.	Roman Catholics of Hanoi.
Nam-Phong	1919	M—Annamite (quoc-ngu characters)	....	120	28 x 19 cm.	Annamite intellectuals.
Les Pages Indochinoises	1923	M—French	....	...	31 x 21 cm.	French and literate natives.
Revue Indochinoise	1899	BM—French	....	...	25 x 16 cm.	Literary French and natives.
Les Sportes de l'Indochine	1924	W—French	....	...	43 x 35 cm.	French and natives interested in sports.
Trade Publications						
Bulletin de L'Automobile Club de l'Annam	1926	M—French	500	14-16	24 x 16 cm.	Motorists.
Le Courrier Automobile	1924	SM—French	2,500	20-24	25 x 32 cm.	Automobilists, cyclists, business men.
L'Eveil Economique de l'Indochine	1917	W*—French	1,200	28	36 x 25 cm.	Professional and business men; government officials.
Le Moniteur de l'Indochine	1919	W—French	400	24	37 x 27 cm.	Europeans, literate natives.
Les Petites Annonces du Tonkin	1924	W—French	....	...	10 x 13 cm.	
Ve-Nong-Bao	1923	SM—Annamite (quoc-ngu characters)	....	...	30 x 25 cm.	Native farmers.
Newspapers			**PNOM-PENH**			
L'Avenir du Cambodge	1926	W—French	....	...	65 x 50 cm.	
L'Echo du Cambodge	1922	W—French	1,200	4-6	46 x 65 cm.	Natives and French.
			SAIGON			
L'Annam	1923	SW—French	1,500	4	45 x 65 cm.	Internationalists, radicals.
Bulletin Financier de l'Indochine	1910	W—French	....	14-18	28 x 38 cm.	Some French and Chinese business men.

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ADVERTISING MEDIA OF ASIA

FRENCH INDO-CHINA

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Cong-Luan-Bao	1915	ED—Annamite (quoc-ngu characters)	9,000	6-8	62 x 45 cm.	All classes of literate natives.
Le Courrier Saigonnais	1865	ED—French	1,500	4-6	63 x 48 cm.	General news sheet French and native readers.
Dong Phap Thoi Bao	1922	Tri-W—Annamite (quoc-ngu characters)	....	6-8	65 x 40 cm.	Literate Annamite.
L'Echo Annamite	1919	ED—French	....	4	65 x 45 cm.	French and Annamite advanced and socialists.
L'Ere Nouvelle	1926	SW—French and Annamite (quoc-ngu characters)	....	4	45 x 65 cm.	French and native radicals.
L'Essor Indochinois	1924	W—French	....	2	45 x 62 cm.	Advanced Annamites.
L'Impartial	1916	ED—French	....	6-8	66 x 53 cm.	All classes of French.
Khoa-Hoc-Tap-Chi	1923	W—Annamite (quoc-ngu characters)	....	23	23 x 16 cm.	Intellectual Annamites; students.
La Libre Cochinchino	1921	W—French	....	2	65 x 50 cm.	French anti-governmental partisans and natives.
Luc-Tinh-Tan-Van	1908	ED—Annamite (quoc-ngu characters)	3,500	6	45 x 63 cm.	Literate native officials professional and business men.
Nam-Ky-Hue-Kien-Nhat-Bao	1918	ED—Chinese (E)	1,500 R	12	56 x 38 cm.	Literate Chinese of all classes.
L'Opinion	1895	D—French	3,500	6-8	65 x 45 cm.	General, professional, business. European natives and Chinese.
La Presse Indochinoise	1924	W—French (with monthly supplement)	1,000	4-8	47 x 66 cm.	Business men, financiers, French and natives.
Le Progres Annamite	1923	W—French	1,200	4	65 x 45 cm.	Well-to-do Annamites, and some French.
Le Reveil Saigonnais	1906	MD—French	....	4	65 x 47 cm.	General, French.
Saigon Republican	1924	ED—French	1,500	6-8	50 x 65 cm.	Principally natives; French socialists.
Le Temps D'Asie	1913	W—French	....	4	66 x 46 cm.	French and native intellectuals.
La Tribune Indochinoise	1926	Tri-W—French (E)	1,000 R	4	46 x 66 cm.	Natives.
Trung-Lap-Bao	1923	ED—Annamite (quoc-ngu characters)	....	6	65 x 53 cm.	Some natives.
Van Minh	1926	SW—Annamite (quoc-ngu characters)	1,200	4	45 x 62 cm.	Well-to-do Annamites.
La Voix Libre	1921	SW—French	....	4	45 x 61 cm.	French and natives.
Magazines						
Extreme Asie	1924	M—French	15,000	90-110	19 x 24"	Professional natives, foreign residents.
Saigon Sportif Illustre	1911	W—French	500	16	38 x 29 cm.	French and natives interested in sports.
Trade Publications						
L'Indochine Nouvelle	1924	W—French	....	12	28 x 38 cm.	Business circles, French, Native and Chinese.
Vade Mecum Annamite	1917	Yr—Mostly Annamite	3,000	400-500	16 x 24 cm.	All classes of literate natives.

STRAITS SETTLEMENTS

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
IPOH						
Newspapers						
The Times of Malaya and Planters' and Miners' Gazette		ED*—English (E)	1,000 L	10-12	16 x 9¾"	Merchants, planters, miners.
Trade Publication						
The Malayan Tin and Rubber Journal		BW—English (E)	2,000 L	62	8½ x 10¾"	Miners and planters of Malaya.
PENANG						
Newspapers						
Idaran Zaman	1924	W*—Malay (E)	1,400 L	8	14½ x 21½"	Native Malayan population.
The Kwong Wah Yit Poh (The Chinese Daily News)	1910	ED-exS*—Chinese (E)	1,250 L	24	15 x 20"	Chinese population of Penang and Northern Malaya.
The Nanyang Times	1922	ED-exS—Chinese (E)	750 L	12	15 x 20"	Chinese merchants.
The Penang Sin Poe	1896	ED*—Chinese (E)	1,850 L	24-28	15 x 20"	Chinese merchants and local population.
The Pinang Gazette and Straits Chronicle	1833	ED-exS*—English (E)	3,600 L 3,500 X	16	17½ x 22¾"	Merchants, planters, government officials.
Straits Echo	1903	ED-exS*—English (E)	2,500 L	16	17½ x 22½"	Merchants, planters, government officials.
Sunday Gazette	1833	W*—English (E)	2,100 L 2,000 X	16	17½ x 22¾"	Merchants, planters and government officials.
Magazine						
The Film News	1924	W*—English (E)	3,500 L	20-24	8¾ x 7¼"	Patrons of Lyric Theater & English population.
SINGAPORE						
Newspapers						
The Malaya Tribune	1914	ED-exS—English (E)	2,000 R	12	15 x 20"	English speaking tradesmen of mixed blood.
Singapore Free Press		MD-exS English (E)	1,600 R	12	15 x 20"	English speaking all nationalities. Reaches best class of business and professional people.
Straits Times	1850	ED-exS—English (E)	4,500 R	10	20 x 15"	English speaking of all nationalities. Best class of business & professional people.
Trade Publications						
Motors in Malaya	1925	M—English	4,000	50	9¾ x 12¾"	English speaking motorists.
Straits Produce	1923	Qt.—English	4,400	172	8 x 10"	Better class of English speaking people.

DUTCH EAST INDIES

JAVA

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
BANDOENG						
Newspapers						
Algemeen Indisch Dagblad, de Preangerbode	1898	MD & ED*—Dutch	7,000	14-20	.....	General public.
Knoem Moeda	1857	ED—Malay	1,200 Z	4	30 x 50 cm.	Natives.
Trade Publications						
Algemeen Landbouwweekblad	1915	W—Dutch	15,000 Z	30	18 x 25 cm.	Directors of Tea and Rubber estates and members of their staffs.
De Mijningenieur	1920	M—Dutch	250	20	23 x 31 cm.	Mining engineers and geologists.
BATAVIA						
Newspapers						
Indische Financier	1906	S—Dutch	1,000 Z	4	35 x 50 cm.	Bankers and brokers.
Java Bode	1851	ED*—Dutch	10,000	16	15 x 22"	General public.
Java Star	1926	SW—English	6,000 Z	8	38 x 56 cm.	Europeans.
Het Nieuws Van Den Dag Voor N. I.	1895	ED*—Dutch	10,000	18	13 x 20"	All classes.
Keng Po	1923	ED*—Malay	5,000	3	55 x 75 cm.	Natives.
Perniagaan	1902	ED*—Malay	6,000	10	55 x 75 cm.	Chinese merchants.
Sin Po-Weekly Illustrated Edition	1923	W—Malay	10,000	28	20 x 27 cm.	Better class of natives.
Sin Po (Chinese Edition)	1921	ED*—Chinese	5,000	10	15 x 22"	Chinese.
Sin Po (Malay Edition)	1909	ED*—Malay	8,000	12	55 x 75 cm.	Better class of natives.
Magazines						
Het Indische Leven	1919	W—Dutch	....	24-32	22 x 30 cm.	Europeans.
Trade Publications						
Onze Stem	1919	SM—Dutch	11,850	40	22 x 32 cm.	General public.
BUITENZORG						
Newspapers						
De Buitenzorg Post	1920	SW*—Dutch	800	4	27 x 37 cm.	Middle class.
Java Post	1922	W—Dutch	1,000	16	18 x 25 cm.	Catholics.
Trade Publications						
Korte Berichten voor Landbouw, Nijverheid en Handel	1910	W—Dutch	1,550	12	14 x 9"	Business, banking, shipping, agriculture, industry.
Tectona	1906	M—Dutch, with English, French and German summaries	400	90	11 x 18 cm.	Forest engineers, timber trade, scientific institutions.

ADVERTISING MEDIA OF ASIA

JAVA—Continued

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers						
CHERIBON						
Cheribonsche Courant	1918	ED—Dutch	180	4	12 x 18"	General public.
DJOCJAKARTA						
Mataram	1903	MD & ED*—Dutch	7,000 Z	12	40 x 60 cm.	Europeans.
SEMARANG						
Djawa-Tengah	1909	ED & MD*—Malay	5,000 Z	12	55 x 76 cm.	Chinese.
Trade Publication						
Het Sportblad	1909	W—Dutch	4,000 Z	56	19 x 26 cm.	Members of Java Motor Club, Europeans and Chinese.
Newspapers						
SOEKABOEMI						
Soekaboemi Post ...	1918	ED—Dutch	500	4	25 x 40 cm.	General public.
SURABAYA						
De Indische Courant	1921	ED—Dutch ...	5,000 Z	16	18 x 24¾"	Europeans.
De Indische Post ..	1921	W*—Dutch ...	4,000 Z	20	28 x 44½ cm.	Europeans.
Nieuwe Soerabaja Courant	1836	ED*—Dutch ..	4,000 Z	12	45 x 66 cm.	Europeans.
Pewarta Soerabaia..	1903	ED*—Malay ..	3,800 Z	12	14¾ x 21½"	Chinese.
Sin Jit Po	1922	ED*—Malay ..	4,000 Z	10	29 x 50 cm.	Chinese.
Soeara Publiek	1861	ED—	3,000	10	55 x 37½ cm.	
Soerabaiasch Handelsblad	1852	ED*—Dutch .. (One English column)	8,500 Z	12-18	18 x 24¾"	Europeans.
TEGAL						
Het Noorden	1919	ED—Dutch	825	6-12	33½ x 51½ cm.	General public.
WELTEVREDEN						
Bataviaasch Nieuwsblad		ED-exS—Dutch ..	4,250	10-14	62 x 46½ cm.	Europeans and better class of natives.
Bintang Timoer	1925	ED*—Malay	6,000	6	45 x 66 cm.	Better class of natives.
De Courant	1921	ED—Dutch	2,000	10	55 x 75 cm.	Europeans and better class of natives.
Pandji Poestaka ...	1923	SW—Malay	3,350	24	24 x 30 cm.	Malay, Chinese and Arab.
Vrijzinnig Weekblad		TriM—Dutch ...	200	12	28 x 22 cm.	General public.
Magazines						
Inter-Ocean	1919	M*—English ...	4,000	72	10 x 12"	General and traveling public.
Kedjawen (Javanese Character)	1926	W—Javanese ...	2,500	20	7½ x 10½"	Chiefly Javanese.
Sport in Beeld en Actueel Wereld Nieuws	1924	W—Dutch	9,000	72	22 x 32 cm.	General public.
Sri Poestaka	1919	M—Malay	3,500	32	24 x 30 cm.	Malay.
Weekblad D'Orient..	1922	W*—Dutch	5,000	52	12 x 9½"	Europeans.
De Banier, Christelijk Weekblad voor Nederlandsch Indie	1908	W—Dutch	7,700	8	30 x 50 cm.	Average Europeans.

SUMATRA

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers						
PADANG						
Sumatra Bode	1894	ED—Dutch	4,000	12	36 x 50 cm.	Average class of Europeans.
Tjaja Sumatra	1896	ED—Malay	1,500	4	37½ x 56 cm.	Natives and Chinese.
MEDAN						
De Sumatra Post...	1898	ED-exS*Dutch (Ads in English)	7,845 Z	14-16	16½ x 22¼"	European
De Deli Courant.....	1894	ED-exS—Dutch	Z	12-14	15¾ x 21¾"	European residents—chiefly Dutch
PALEMBANG						
Nieuwsblad voor de Gewesten Palembang, Djambi and Banka	1898	SW*—Dutch	1,500	8	33 x 50 cm.	Salesmen and officials.

ARABIA

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers						
ADEN						
Reuters Telegrams..	1918	ED—English	(E) 300 X	3	Cap-size	European officials and merchants. A few natives.

PALESTINE

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspaper						
ACRE						
Al-Zamer	1920	W—Arabic	1,500	6	12 x 18½"	Arabic speaking public and villagers.
Magazine						
Al-Inara	1925	M—Arabic	700	40	8 x 12"	Mostly Christians.
Newspapers						
BETHLEHEM						
Sowt-Ashnab	1920	SW—Arabic	2,000	4	16 x 19½"	50% merchants; 25% aristocrats, and 25% democrats.
HAIFA						
El Carmel.....	1909	W—Arabic	1,500	12	12 x 20"	Politicians, merchants and public.
El Nafeer.....	1902	W—Arabic	3,500	12	10 x 14"	General Arabic public.
Trade Publication						
Commercial Review.	1925	BM—Arabic	500	32	7 x 9½"	Mostly merchants.
Newspaper						
JAFFA						
Falastin	1911	SW—Arabic	1,500	8	13½ x 19½"	General Arabic-speaking population.
Trade Publications						
Annual Bulletin.....	1919	Yr.—English & Hebrew	2,000	132	6½ x 9½"	Merchants, Chambers of Commerce, Public Institutions
Commercial Bulletin of the National Chamber of Commerce	1923	BM—Arabic	500	44	8½ x 11"	Merchants.
Newspapers						
JERUSALEM						
Doar Hayom.....	1919	MD—Biblical Hebrew	8,000	4-10	25 x 37"	Well-to-do.
Kol Israel.....	1921	W—Hebrew	1,500	4	13½ x 20"	All classes of Jews.
Meraat Al Shark....	1919	W—Arabic	4,000	8	14 x 19½"	General Arabic speaking public & merchants.
The Palestine Bulletin	1923	MD—English ...	2,000	4	17 x 10½"	English, Moslem, Christian, Jewish inhabitants of Palestine.
Magazine						
Tiatron W' Omanuth	1925	M—Hebrew	5,000	24	9 x 12"	Merchants, officials, artists.
Trade Publications						
Al-Ilan	1926	SW—Arabic	2,300	4-8	13½ x 19½"	Middle class public and general traders.
The Commercial Bulletin	1922	M—English	700	40	8 x 13"	Commercial communities and institutions.
Ha-Isha	1926	M—Hebrew	1,000	56	7 x 10"	Devoted to interest of Jewish women in Palestine.
Harefuah	1925	Qt.—Hebrew and English	1,000	50	6½ x 9½"	Physicians.
Palestine Telephone Directory		BYr.—English, Arabic and Hebrew English ..... Hebrew ..... Arabic	1,200 700 700	65	9 x 11"	Telephone subscribers.
The Palestine Weekly	1919	W—English .... Yr.—(Special Tourist Number)	10,000	28	8 x 11"	Merchants.
Newspapers						
TEL-AVIV						
Davar	1925	ED*—Hebrew ...	4,500	4-8	14½ x 21"	General Hebrew public, mostly laborers.
Haaretz	1916	ED—Hebrew	4,000	4-6	16 x 27"	Middle classes, workers.
Hapoel Hazair.....	1906	W—Hebrew	4,500	20	9½ x 12½"	All classes Hebrew readers.
Ktuvim	1926	W—Hebrew	3,000	6	13½ x 20"	Intellectuals and business people.
Magazine						
Hanoar W'Haaretz..	1926	BM—Hebrew ...	1,596	64	8 x 12"	Young people up to 25 years of age.
Trade Publications						
Hassadeh	1919	M—Hebrew	1,500	48-64	6 x 10"	Colonists, agricultural laborers, landowners.
Mischar W'Tassia...	1923	SM—Hebrew ...	3,000	26	9 x 12"	Hebrew colonists and traders.
Palestine & Near East Economic Magazine	1926	SM—English	3,500	30	9 x 12"	General traders
Newspapers						
TULKERAM						
Al Ittihad ul Arabi.	1925	SW—Arabic	1,000	4	14 x 20"	General Arabic-speaking population.

PERSIA

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
TEHERAN						
Ighdam	1921	MD-ex—Persian Tues. & Sat.	(E) 1,000 X	4	15½ x 21½"	Politicians
Ittelaat	1926	ED-exFri—Persian	(E) 1,200 X	2	15½ x 21½"	Politicians,
Iran	1916	M-exSat—Persian	1,500 X	4	15½ x 21½"	Politicians, Government employes & merchants.
Koushosh	1922	Tri-W—Persian	(E) 600 X	4	15½ x 21½"	Politicians
Messager de Teheran		W—French	....			
Nahid	1920	SW—Persian	(E) 1,000 X	8	11 x 17¼"	Politicians
Setareh-I-Iran	1914	MD-exSat. and Tues.—Persian	(E) 1,500 X	4	15½ x 21½"	Politicians
Shefak-I-Sorkh	1921	MD-ex Sat. and Tues.—Persian	(E) 1,503 X	4	15½ x 21½"	Politicians, Government employes & merchants.
Toufan	1920	Tri-W—Persian	(E) 1,203 X	4	15½ x 21½"	Politicians, Government employes & merchants.
Magazines						
Ayandeh	1925	M—Persian	(E) 750 X	66	6¾ x 10"	Men of letters

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ADVERTISING MEDIA OF ASIA

SYRIA

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers						
ALEPPO						
Al Nahdat	1918	SW—Arabic	850	4	20 x 16"	Moslem families and merchants.
At-Takaddom	1908	ED—Arabic	900	4	18 x 12"	Christian aristocratic people.
Doghrou Yol	1922	SW—Turkish	1,300	4	18 x 12"	Turks exiled from Turkey. Turkish speaking Armenians, educated. Turkish speaking Kurds.
L'Echoe d'Alexandrette	1926	W—French	850	4	18 x 12"	Christian educated elements; families & merchants.
El Mi-sak	1924	ED—Arabic	800	4	18 x 12"	Educated Moslem elements.
Sourie El Shemalie	1921	SW—Arabic	2,000	4	18 x 12"	Educated Christians & Moslem elements.
Trade Publications						
La Revue Economique	1925	BM—French & Arabic	2,000	65	12½ x 8"	Merchants and business men.
Newspapers						
BEIRUT						
Al Ahrar	1923	D-exMon—Arabic	(E) 5,000 L	4	19 x 25"	All classes especially Liberal Party.
Al Ahwal	1891	D-exS—Arabic	(E) 1,500 L	4	17½ x 24"	Merchants.
Al Bachir	1870	Tri-W—Arabic	(E) 1,100 X	4	16 x 22"	Roman Catholic clergy.
Al-Balagh	1910	D exFri.—Arabic	(E) 1,500 L	4	19 x 25"	Moslem people.
Al-Bark	1908	D-exMon.—Arabic	(E) 1,000 L	4	18½ x 24½"	All classes.
Al-Jawayeb	1920	MD-exMon.—Arabic	(E) 3,500 L	4	19 x 25"	All classes.
Al-Maarad	1921	Tri-W—Arabic	(E) 2,000 L	8	10 x 15"	Middle class.
Al-Nadim	1924	W—Arabic	(E) 2,000 L	16	16 x 11"	Middle class.
Lissan-Ul Hal	1877	ED-exS—Arabic	(E) 3,500 L	6	17 x 24"	Higher class of people.
L'Orient	1923	MD-exMon.—French	2,500	4	18 x 24"	Higher class of natives.
Le Reveil	1906	D-exS—French	(E) 1,000 L	4	18½ x 24½"	Clerical party.
La Syrie	1919	MD-exMon.—French	2,000	4	18 x 24"	French Army & officials.
Magazines						
Al-Machriq	1902	M—Arabic	(E) 500 L	75	6½ x 9½"	Persons interested in religion.
Al Marat Ul-Jadidat	1921	M—Arabic	(E) 700 L	50	8½ x 11½"	Ladies.
Trade Publications						
La Revue Medicale et Scientifique	1923	M—Arabic	(E) 1,000 L	50	6 x 9"	Physicians and chemists.
Newspapers						
DAMASCUS						
Abou Ala	1924	W—Arabic	(E) 350 X	8	14 x 10"	General.
Alefba	1920	MD—Arabic	(E) 1,800 X	4	25 x 19"	Educated Syrians.
Fata-el-Arab	1918	MD—Arabic	(E) 2,000 X	4	23 x 16"	Moslem fanatics. Syrians.
Feiba	1922	W—Arabic	(E) 600 X	8	16 x 11"	Employees.
Jerab el Kurdy	1908	W—Arabic	(E) 400 X	8	16 x 11"	General.
Meizan	1925	W—Arabic	(E) 350 X	8	18 x 12"	Educated Syrians.
Mouktabass	1908	MD—Arabic	(E) 1,000 X	4	22 x 16"	Moslems, educated Syrians.
Moussawar	1925	W—Arabic	(E) 300 X	8	16 x 11"	Employees.
Moussawar el Sahara	1926	W—Turkish	(E) 300 X	16	14 x 10"	Educated Turks or Syrians.
Omran	1920	MD—Arabic	(E) 600 X	4	22 x 16"	Syrians, mixed.
Rayllam	1908	MD—Arabic	(E) 1,500 X	4	25 x 16"	Syrian Moslems.
Souria	1919	MD—Arabic	(E) 500 X	4	23 x 16"	Syrian Christians.

ADVERTISING MEDIA OF THE ANTIPODES

AUSTRALIA

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers						
ADELAIDE						
The Advertiser (U. S. 6)	1858	MD*	87,050	24	24 x 19⅛"	All classes.
The Chronicle (U. S. 6)	1858	W*	20,300	76	17⅛ x 10⅝"	Chiefly farmers.
The Mail	1912	W*	55,000	32	15¼ x 22"	All classes.
The News	1923	ED*	38,000	12-16	15¼ x 22"	All classes.
The Observer	1843	M*—(E)	14,000 L	64	17 x 10⅝"	Farmers, cattle and sheep breeders.
The Register	1836	MD*—(E)	20,000 L	16	24 x 17"	All classes, mostly upper and middle.
The Saturday Express (U. S. 6)	1862	W*	23,000	32	17* x 10⅝"	All classes.
The Saturday Journal	1869	W*—(E)	20,000 L	32	17 x 10⅝"	All classes.
The South Australian	1922	W*	3,000	10	17½ x 22½"	Prosperous farm families.
Magazines						
Christian Endeavour News	1902	M	400	12	9½ x 7½"	Young people.
The Gossip	1923	W	5,000	32	14½ x 9¾"	Social and racing.
Institutes Journal	1914	BM	650	52		Members of circulating libraries.
Trade Publication						
The South Australian Motor (U. S. 3)	1913	M	14,500	72	8½ x 11"	Motorists and garage men.
Newspapers						
BRISBANE						
The Brisbane Courier	1846	MD—(E)	50,000 R	24	18 x 24"	General.
BURNIE (Tasmania)						
The Advocate	1890	MD—(E)	10,000 A	16	18 x 24"	General.
HOBART (Tasmania)						
Illustrated Tasmanian Mail	1875	W—(E)	8,000 X	75	9 x 10¾"	General.
The Mercury	1854	MD—(E)	19,000 A	16	18 x 24½"	General.
LAUNCESTON (Tasmania)						
The Examiner	1842	MD—(E)	12,000 A	16	17¾ x 23"	General.
Weekly Courier (Illustrated Newspaper)	1891	W—(E)	6,500 X	75	11 x 15"	General.
MELBOURNE						
The Age	1856	MD*—(E)	115,000 A	18 32 Sat.	24½ x 17⅞"	Moderate labor and middle class.
The Argus	1846	MD*	115,781	24 40 Sat.	24¼ x 17⅞"	Business, farming and artisan classes
The Australasian	1864	W*	26,000	75-80	17½ x 11"	National in circulation and read by all sections of community.
The Countryman	1917	W*	15,000	16	22 x 15¾"	Country people.
Herald	1840	ED*	181,750	20-30	22 x 17¾"	All classes.
The Leader	1852	W*—(E)	17,000 A	64	16½ x 11"	Rural
Morning Post	1925	MD*	45,000	12	22 x 15¾"	Chiefly country people.
Sun Pictorial	1922	MD*	128,521	24-28	13 x 10¼"	All classes.
Weekly Times	1894	W	40,000	92	16½ x 11¼"	Farmers and people in the country.
Magazines						
Adam and Eve	1926	M*	33,000	68	14½ x 10¼"	Town and country.
The Australian Journal	1865	M*	50,000	128	9 x 7"	All classes.
The Melbourne City Mission Record	1900	M	2,700	16	10½ x 7½"	Religious and philanthropic
The Rechabite and Temperance News	1906	M	5,200	32	9½ x 7"	Prohibition workers.
Sporting Globe	1918	SW*	Wed. 50,000 Sat. 102,000	16	18 x 24"	Sporting people of all classes
Table Talk	1885	W*	30,000	68-72	13¼ x 10½"	Society, theatre, sports.
Woman's World	1920	M*	13,000	68	10 x 8"	Women and professional
Trade Publications						
Australasian Builder	1921	M*	...	32		Builders.
Australasian Footwear	1916	M*	...	56		Shoe manufacturers and retailers.
The Australasian Journal of Pharmacy	1886	M*	3,550	100	11 x 8½"	Pharmaceutical chemists, druggists, manufacturers.
Australasian Travellers' Gazette	1888	M*	40,000	52	11 x 8¼"	Tourists.
Australian Brewing and Wine Journal	1882	M*	...	60	9 x 7"	Brewers, wine and spirit, etc.
Australian Insurance and Banking Record	1876	M	4,000	150		Banking, insurance, financial.

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ADVERTISING MEDIA OF THE ANTIPODES

AUSTRALIA—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Australian International Nurseryman, Seedsman and Florist	1900	M*	...	36	9 x 6"	Nurserymen.
Australian Leather Journal, Boot and Shoe Recorder	1898	M*	...	84	9 x 7"	Tanners, boot dealers, retailers, etc.
The Australian Motorist (U. S. 3)	1909	M*	...248-160		6¾ x 9¾"	Private and traders.
Australasian Saddler and Harness Maker	1900	M*	...	40		
Automobile Trade Journal	1918	M*	1,300	92	8½ x 11"	Motor traders.
Better Roads	1925	M*	...	56		Motor users, road engineers, shirt councils, etc.
The Booksellers', Stationers' and Fancy Goods Journal of Australia and New Zealand	1921	M	1,750	40	8½ x 10¾"	Trade.
Chemical, Engineering and Mining Review (U. S. 3)	1908	M*	...	54	8¾ x 6¾"	Mining engineers, metallurgists, chemical engineers, works, chemists, etc.
The Chemist and Druggist and Pharmacist	1886	M*	...		9¼ x 6¼"	Chemists and druggists.
Coach and Motor Builder	1890	M*	...	48		
The Commonwealth Engineer (U. S. 3)	1913	M	...	100	8¾ x 6¾"	Engineers—civil and mechanical and municipal.
The Decorator and Painter	1903	M*	...	60		
The Draper	1901	15 ts. a year*			9¼ x 6¼"	Softgoods traders of all kinds.
Electrical Engineer	1924	M*	...	54	8¾ x 6¾"	Electrical engineers, traders and electricians.
Fruit World of Australasia	1900	M*	...	76		Fruitgrowers.
Furniture and Furnishings	1921	M*	...		9¼ x 6¼"	Furniture retailers, cabinet makers or woodworkers.
Garden Lover	1925	M*	...	44		Amateur and professional gardners.
Hardware and Machinery	1886	14 ts. a year*			9¼ x 6¼"	Hardware, machinery and allied trades.
Industrial Australian and Mining Standard	1888	W*	...		12½ x 8¼"	Industrial and mining engineers, etc.
Journal of Department of Agriculture of Victoria	1903	M	5,900	88		Dairy farmers, agriculturalists, fruit growers.
The Listener In	1924	W*	59,549	92	10½ x 6½"	All persons interested in wireless—technical general and broadcasting.
The Pastoral Review	1891	M*	...	200	9¼ x 6¾"	Graziers and business men.
The Patriot	1916	W	12,000	36	7 x 9"	Agricultural and pastoral.
The Textile Journal of Australia (U. S. 3)	1926	M*	5,000	56	7 x 9"	Manufacturers and distributors.
The Tobacconists and Hairdressers' Journal (U. S. 3)	1875	M	3,000	36	7 x 9"	Trade interests only.
The Victorian Railways Magazine	1924	M	30,000	84	9¾ x 7¼"	Mostly railway employees and general public.
Newspapers			**NEWCASTLE**			
Newcastle Morning Herald	1876	MD*	25,000	11	20 x 22"	General.
The Newcastle Sun	1918	ED* (E)	25,000 R	10	18 x 22"	Urban.
			PERTH			
The Daily News	1882	ED	...	10	27 x 19½"	General.
Trade Publication						
Western Wireless	....	BW	...			Principally amateurs interested in radio development.
Newspapers			**SYDNEY**			
Boys Weekly	1926	W	32,000	24	11 x 7½"	Youths.
Bulletin (Illustrated Newspaper)	1880	W* (E)	30,000 A	48	15½ x 4 col.	General.
Daily Guardian	1923	MD*	148,866	14	20 x 15¼"	General.
Daily Sun and Sunday Sun	1910	ED*	188,432	16	22 x 17½"	General.
Sunday Sun	1910	W*	254,047	40	22 x 17½"	General.
Daily Telegraph	1879	MD*	80,000	16	24 x 16½"	Better middle class and general good country circulation.
Evening News	1867	ED*	140,000	16	22 x 17"	General.
Smith's Weekly	1919	W*	190,000	24	20 x 15½	General.
The Sun (See Daily Sun and Sunday Sun)						
Sunday News	1919	W	100,000	28	22 x 8 col.	General.
Sunday Times	1885	W* (E)	60,000 A	26	22 x 17½"	General.
Sydney Mail	1860	W	50,000	52-60	14 x 9½"	General—mainly Pastoral and ranches.
Sydney Morning Herald	1831	MD*	135,000 A	20	24 x 18⅜"	General—(mainly commercial).
Truth	....	W*	172,451	24		Mixed.
Women's Mirror	1920	W*	117,000	64	9 x 7"	General—chiefly women.
World News	1900	W	110,000	48	11 x 3 cols.	Every class.
Magazines						
Aussie	1920	M (E)	25,000 A	25	9½ x 3 cols.	Humorous.
Referee	....	W* (E)	40,000 A	20	22 x 17½"	Sporting public.
Woman's Budget	1906	W	80,000	65	8¼ x 10"	Women.
Trade Publications						
British Medical Journal of Australasia	1880	W	5,000	32	8½ x 11"	Doctors of Medicine.
Farmer and Settler	1906	W	22,000	20	18½ x 24"	Farmers.
Home Budget	1911	M (E)	30,000 A	50	7½ x 10"	Women.
The Investment Digest	1920	M (E)	2,000 A	64	8 x 13"	Investors, bankers, stock brokers, etc.
Labor Daily	1922	MD*	70,000	8	22 x 17"	Trade Unionists.
Radio in Australia and New Zealand	1922	M*	15,000	80	7 x 9¼"	Broadcast listeners.
Wireless Weekly	1921	W*	20,000	64	6½ x 9"	Broadcast listeners.
Newspaper			**TOWNSVILLE**			
North Queensland Register	1890	W	15,000		17 x 11"	Commercial and working classes.

NEW ZEALAND

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers			**ALEXANDRA**			
Alexandra Herald & Central Otago Gazette	1882	W (E)	700 A	8	24 x 36"	Agricultural and pastoral.
			ASHBURTON			
Ashburton Mail	1880	ED (E)	1,200 A	8	15¾ x 21"	Agricultural and pastoral milling.
			AUCKLAND			
The Auckland Weekly News	1863	W (E)	50,000 R	90	19 x 12½"	General public, includes large element in rural districts.
The Auckland Star	1869	ED-exS* (E)	50,000 R	18	24 x 20"	General public.
The New Zealand Herald	1863	MD-exS*	50,000	20	26 x 20"	General public.
New Zealand Pictorial News	1924	W* (E)	20,000 R	32	17½ x 11"	General public.
The Sun	1927	ED	....	14-20	25 x 19"	
Magazines						
The Scottish New Zealander	1922	M (E)	15,000 R	20	12 x 9"	Scottish element of New Zealand.
The Mirror	1922	M* (E)	18,000 R	100	14 x 10"	Read chiefly by ladies.
Trade Publications						
The New Zealand Bakers' and Grocers' Review	1921	M (E)	3,000 R	50-60	11 x 8½"	Baking and grocery trade.
The New Zealand Draper, Clothier & Boot Retailer	1921	M (E)	3,000 R	60-70	11 x 8½"	Dry goods, clothing and shoe trade.
The New Zealand Farmer	1879	M (E)	15,000 R	70	10¾ x 14¾"	Rural community; general public.
The New Zealand Fruitgrower and Apiarist	1918	M* (E)	10,000 R	60	11 x 9¾"	Rural community; general public.
Newspapers			**BALCLUTHA**			
Clutha Leader	....	SW (E)	300 A	...	.....	Agricultural.
Free Press	....	SW	....	....		Agricultural.
			BLENHEIM			
Marlborough Express	1866	ED (E)	4,000 A	8	17½ x 21"	General.
			BLUFF			
Bluff Press & Stewart Island Gazette	1908	SW (E)	200 A	4	16½ x 22¾"	Shipping and manufacturing.

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ADVERTISING MEDIA OF THE ANTIPODES

NEW ZEALAND—Continued

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
CARTERTON						
Wairarapa Daily News	1869	ED .....(E)	1,000 A	8	15¾ x 19½"	Agricultural, dairying and farming.
CHEVIOT						
Cheviot News	1889	SW .....(E)	250 A	4	23 x 12"	Agricultural and pastoral.
CHRISTCHURCH						
Lyttelton Times	1851	MD .....(E)	23,000 A	10-24	15¾ x 24"	General and workers.
Press	1861	MD .....(E)	23,000 X	12-24	18½ x 24"	General.
Star	1868	ED .....(E)	12,000 X	12-24	18 x 24"	General.
Sun	1914	ED .....(E)	17,500 A	14-30	18⅝ x 21⅝"	General.
Weekly Press and New Zealand Referee	1865	W .....(E)	15,000 A	80-90	11¼ x 16¾"	General and farming
CLYDE						
Dunstan Times	1863	W .....(E)	600 A	8	24 x 36"	Mining.
DANNEVIRKE						
Dannevirke Evening News	1888	ED .....(E)	2,250 A	8	15¾ x 21¾"	Agricultural and pastoral.
DUNEDIN						
Evening Star	1863	ED .....(E)	21,000 A	10-24	18 x 23½"	General.
Otago Daily Times	1860	MD .....(E)	22,000 A	12-24	18 x 23½"	General.
Otago Witness		W .....(E)	12,000 A	80-100	17 x 12"	Farming and general.
EKETAHUNA						
Express		Tri-W ....(E)	600 A			Dairying and pastoral.
ELTHAM						
Eltham Argus	1897	ED .....(E)	600 A	6	13½ x 19¼"	Dairying; agricultural.
FIELDING						
Fielding Star	1877	MD .....(E)	900 A	4	.....	Pastoral.
FOXTON						
Manawatu Herald		Tri-W ....(E)	400 A	...	.....	Agricultural and pastoral.
GERALDINE						
Geraldine Guardian		Tri-W ....(E)	250 A	4	.....	Dairying.
GISBORNE						
The Gisborne Times	1890	ED* .....(E)	4,250 R	10	26 x 20"	General public.
The Poverty Bay Herald	1874	ED-exS* ..(E)	5,500 R	8	26 x 20"	Rural community; general public.
GORE						
Mataura Ensign	1878	ED .....(E)	2,500 A	8-12	18 x 23¼"	General.
GREYMOUTH						
Grey River Argus	1865	MD .....(E)	5,000 A	8	18 x 23"	Mining and manufacturing.
Greymouth Evening Star	1865	ED	....	8	24 x 18"	Mining and manufacturing.
GREYTOWN						
Wairarapa Standard		Tri-W ....(E)	400 A	...	.....	Pastoral.
HAWERA						
Hawera and Normandy Star	1880	ED .....(E)	4,000 A	8-12	20 x 25"	Dairying, farming and general.
HASTINGS						
Hawkes Bay Tribune	1896	ED .....(E)	4,000 A	8-12	18 x 24"	General and farming.
HOKITIKA						
Hokitika Guardian & Evening Star	....	MD .....(E)	350 A	4	16 x 30"	General.
INGLEWOOD						
Inglewood Record		Tri-W ...(E)	900 A	...	.....	Pastoral.
INVERCARGILL						
Southland Daily News	1861	ED ..... E)	8,000 A	12-24	18 x 24"	General.
Southland Times	1862	MD	7,500	12-24	18 x 24"	General.
The Weekly Times	1862	W .....(E)	7,000 A	36	.....	General.
KAIPOI						
The Kaipoi Record		SW .....(E)	500 A	4	.....	Agricultural and pastoral.
LEVIN						
Levin Daily Chronicle	1893	ED .....(E)	450 A	8	18 x 22¼"	Farming, dairying.
MARTON						
Rangitikei Advocate	1874	ED .....(E)	2,400 A	6	15½ x 21¼"	Agricultural, dairying and pastoral.
MASTERTON						
Wairarapa Age	1881	MD .....(E)	3,500 A	10-14	18 x 22"	Pastoral and farming.
Wairarapa Daily Times	1874	ED .....(E)	3,300 A	8-14	18 x 22½"	Agricultural, dairying and pastoral.
MILTON						
Bruce Herald	1864	SW .....(E)	360 A	6	35 x 22"	Agricultural.
MOTUEKA						
Motueka Star	1901	SW .....(E)	350 A	4	.....	Fruit growers.
NAPIER						
Daily Telegraph	1871	ED .....(E)	6,300 A	8	17¾ x 21¾"	Agriculutral, pastoral and manufacturing.
Hawkes Bay Herald	1857	MD .....(E)	5,000 A	8-12	18¼ x 24"	General and farming.
NEW PLYMOUTH						
Taranaki Daily News	1857	MD .....(E)	6,600 A	12-20	18 x 21½" ..	General.
Taranaki Herald	1852	ED .....(E)	6,000 A	12-20	18 x 21½" ..	General.
OAMARU						
Oamaru Mail	1876	ED .....(E)	4,000 A	8-16	16 x 25½"	General.
OPOTIKI						
The East Coast Guardian	1900	ED-exS* ..(E)	500 R	4	24 x 18"	General public.
OTAKI						
Otaki Mail	1892	Tri-W ....(E)	800 A	4	.....	Agricultural.
PAHIATUA						
Pahiatua Herald	1885	ED .....(E)	750 A	8	12½ x 21"	Pastoral and general.
PALMERSTON NORTH						
Manawatu Daily Times	1875	MD .....(E)	5,000 A	8-12	17¾ x 20"	Pastoral and general.
Manawatu Evening Standard	1880	ED .....(E)	6,000 A	12-16	15¾ x 22½"	General and pastoral.
PATEA						
Patea and Waverley Press	1874	Tri-W ...(E)	750 A	4	26 x 37"	Agricultural and pastoral.
PETONE						
Hutt and Petone Chronicle		Tri-W ....(E)	1,000 A	6	.....	Industrial.
PICTON						
Marlborough Press & County of Sounds Gazette		SW .....(E)	300 A	5	.....	Pastoral.
RANGIORA						
Standard		SW .....(E)	500 A		.....	Farming.
REEFTON						
Inangahua Times	1874	ED .....(E)	800 A	4	18 x 23"	Mining.
ROTORUA						
The Rotorua Chronicle	1885	ED-exS* ..(E)	600 R	4	18 x 24"	General public. Rural community.
STRATFORD						
Stratford Evening Post	1890	ED .....(E)	900 A	6-8	13⅜ x 21¾"	Dairying and pastoral.
TAIHAPE						
Taihape Daily Times	1904	ED .....(E)	800 A	8	15¾ x 21¼"	Dairying and pastoral.
TAUMARUMUI						
The Taumarunui Press	1906	ED-exS* ..(E)	1,000 R	8	24 x 18"	General public. Rural community.
TIMARU						
Timaru Herald	1864	MD	7,700	12-20	18 x 23¼"	General.
Timaru Post	1899	ED .....(E)	4,500 A	12-18	18 x 22"	General.
WAIMATE						
Waimate Daily Advertiser	1898	ED .....(E)	750 A	8-12	13½ x 19½"	Agricultural and pastoral.
Waimate Times		ED .....(E)	750 A	6	15¾ x 21¼"	Agricultural and pastoral.
WAIPAWA						
Waipawa Mail	1880	W .....(E)	250 A	4	26 x 19"	Pastoral.
WAIPUKURAU						
Press	1905	Tri-W ...(E)	300 A	6	.....	Pastoral.
WAIROA						
Guardian		Tri-W ....(E)	400 A	6	.....	Pastoral, agricultural.
The Star		Tri-W ....(E)	400 A	6	.....	Pastoral, agricultural.
WAITARA						
Evening Mail		Tri-W ....(E)	350 A	6	.....	Pastoral.
WANGANUI						
Wanganui Chronicle	1856	MD .....(E)	6,000 A	12-16	17¼ x 21¾"	General.
Wanganui Herald	1867	ED .....(E)	5,000 A	10-16	18¾ x 21¾"	General.
WELLINGTON						
Dominion	1907	MD .....(E)	25,000 A	10-24	18 x 23"	General.
Evening Post	1865	ED .....(E)	27,000 A	10-24	19½ x 21¾"	General.
Maoriland Worker	1910	W .....(E)	9,000 A	14-20	11 x 17½"	Labor.
Mercantile Gazette	1876	W .....(E)	17,000 A	45	6¾ x 10¾"	Business men.
New Zealand Free Lance		W .....(E)	15,000 A	50-60	10 x 15"	General.
New Zealand Truth	1905	W .....(E)	74,000 A	8	18 x 21¾"	General.
Trade Publications						
Meat and Wool		M .....(E)	12,000 A	86	.....	Pastoral.
New Zealand Dairyman		M (E)	13,000-14,000 A	85	.....	Dairymen.
The Radiator		M .....(E)	2,500 A	50	7 x 11"	Motor trade.
Newspapers						
WESTPORT						
Westport News	1870	MD .....(E)	1,800 A	8	18 x 28½"	Mining and pastoral.
Westport Times and Star	1866	ED .....(E)	1,800 A	8	13 x 28½"	Mining and pastoral.
WOODVILLE						
The Examiner		Tri-W ....(E)	250 A	6	.....	Pastoral.

ADVERTISING MEDIA OF AFRICA

ALGERIA

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers						
ALGIERS						
L'Algerie	1897	ED-exS*—French	10,000 Z	4	24¾ x 16¾"	Business men.
L'Algerie Agricole et Viticole	1924	W—French	8,000 Z	4	22 x 15"	Growers Society.
L'Algerie Economique	1919	W—French	5,000 Z	6	21¾ x 16½"	Business men.
LaDepeche Algerienne	1887	MD—French	105,000 Z	6	23½ x 17¼"	All classes.
L'Echo d'Alger	1912	MD*—French	80,000 Z	6	23¾ x 17½"	All classes.
Les Nouvelles	1899	ED-exS*—French	15,000 Z	4	22¼ x 15½"	All classes.
Les Sports en Mauritanie	1924	W—French	6,000 Z	4	24¼ x 17¼"	Sporting public.
Les Travaux	1908	W—French	6,000 Z	4	25½ x 20¼"	Contractors, engineers, foremen, architects.
La Voix des Colons	1919	W—French	6,000 Z	6	23¾ x 17½"	Farmers.
Trade Publications						
L'Afrique du Nord Illustree	1906	W*—French	20,000 Z	24	16¼ x 12"	All classes.
L'Armee D'Afrique	1924	Qt.*—French	4,000 Z	50	10¾ x 7¼"	Army officers.
L'Evolution Nord Africain	1905	W*—French	15,000 Z	8	12½ x 9¾"	Republicans.
Grand Annuaire General de l'Algerie, Tunisie et Maroc	1883	Yr.*—French	6,000 Z	40-40	10½ x 7¼"	General commercial reference book.
Mercure Africain	1920	W*—French	5,000 Z	26	9½ x 6¼"	Commercial men.
Revue Agricole de l'Afrique du Nord	1903	W*—French	6,000 Z	26	9½ x 6½"	Farmers.
La Revue Automobile et Touristique Nord Africaine	1923	M—French	4,500	36	Quarto.	Members of the Automobile Club of Algiers.
Newspapers						
BONE						
La Depeche de l'Est	1887	MD—French (E)	3,500 X	4	23½ x 18"	General and farmers.
CONSTANTINE						
La Depeche de Constantine	1907	MD*—French (E)	2,000 X	6	23½ x 17"	All classes.
Le Republicain	1877	ED-exS*—French	2,500 Z	4	22½ x 15"	Business men.
ORAN						
Depeche Oranaise	1916	ED*—French	10,000	4	56 x 45 cm.	All classes.
Echo d'Oran	1844	MD*—French	60,000	6	60 x 45 cm.	All classes.
Petit Oranais	1880	ED*—French	6,000	2	60 x 45 cm.	All classes.

ANGOLA

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
BENGUELA						
Jornal de Benguela	1912	W—Portuguese	900	14	11 x 17"	Average European population.
LOANDA						
Comercio de Angola	1925	Tri-W*—Portuguese	3,454	4	12 x 17"	Average European inhabitant and natives.
A Patria	1925	SW—Portuguese	1,500	4	14 x 20"	Average European population.
A Provincia de Angola	1923	ED-exS—Portuguese	2,500	4-6	12 x 17"	Business men and conservative population.

BELGIAN CONGO

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
KINSHASA						
L'Avenir Colonial Belge	....	W*—French	....	48	12¾ x 18½"	Average European population.

BRITISH EAST AFRICA

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
MOMBASA (Colony of Kenya)						
Mombasa Times (U. S. 3)	1900	MD—English	....	8	24 x 20"	English, Indians and natives.
NAIROBI						
East African Standard (U. S. 3)	1906	MD—English	1,800	12	18 x 24"	Europeans Indians and natives.
East African Standard (U. S. 3)	1903	W—English	4,000	64	12 x 20"	Europeans, Indians and natives.
Trade Publications						
Farm and Home Journal	1926	BW—English	1,000	29	10 x 15"	Europeans and Indians, farmers.
Newspapers						
DAR-ES-SALAAM (Tanganyika)						
Tanganyika Times	1919	W—English (E)	1,500 R	16	12 x 20"	Europeans and Indians.

FRENCH WEST AFRICA

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
DAKAR (Senegal)						
L'A. O. F.	1907	W—French	2,000	6	15 x 22¼"	French and educated natives.
L'Ouest Africain Francais	1912	W—French	2,000	5	18 x 23½"	French and educated natives.
Trade Publications						
Bulletin Mensuel de la-Chambre de Commerce de Dakar	1925	M—French	300	...	7¼ x 10¾"	French and educated natives.

BRITISH WEST AFRICA

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers						
FREETOWN (Sierra Leone)						
Sierra Leone Guardian (U. S. 3)	1917	W—English	....	....		All classes.

LIBERIA

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
MONROVIA						
The Liberian News	1914	M—English	1,000	12-16	8 x 13"	Civilized Liberians and limited number of aliens.
The Liberian Express and Agricultural World	1904	M—English	900	12-14	8 x 13"	Civilized Liberians and limited number of aliens.

MADAGASCAR

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
DIEGO-SUAREZ						
Les Affiches de Diego-Suares	1910	SM—French (E)	450 X	4	19½ x 13"	French and Malagasy.
MAJUNGA						
Le Phare de Majunga	1908	W—French	600	10	20 x 13"	French and Malagasy.
TAMATAVE						
Le Colon de Madagascar	1921	W—French (E)	400 L	4	20 x 14"	French and Malagasy.
Le Tamatave	1910	SW—French (E)	500 L	4	16 x 14"	French and Malagasy.
TANANARIVE						
Le Journal Officiel de Madagascar et Dependances	1885	W—French	2,100	18	12½ x 10"	French, chiefly officials.
L'Echo de Tananarive	1924	SW—French	800	4	22 x 18"	French and Malagasy.
L'Independant de Madagascar	1920	SW—French	750	4	22 x 18"	French and Malagasy.
Madagascar	1926	SW—French	1,650	4	22 x 18"	French and Malagasy.
Le Madecasse	1921	SW—French	1,775	4	18 x 11"	French and Malagasy.
Le Tribune de Madagascar et Dependances	1906	D—French	2,500	4	22 x 18"	French and Malagasy.

MOROCCO

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
CASABLANCA						
L'Echo du Bled	1923	W—French (E)	4,000 A	4	17¾ x 24½"	Largely for farmers. (Europeans)
Le Petit Marecaino	1912	MD—French (E)	10,000 A	4-6	17¼ x 24½"	Europeans and few educated natives.
La Presse Marocaine	1913	MD—French (E)	8,000 A	4	17½ x 23¼"	Foreigners and educated natives.
La Vigie Marocaine	1907	ED—French	12,500	6	17¼ x 24½"	All classes of Europeans.
RABAT						
L'Echo du Maroc	1914	MD—French (E)	7,000 A	4	17 x 24"	Europeans and educated natives.
TANGIER						
Al-Moghreb Al-Aksaans Tangier Gazette	1883	W—English	500	8	18½ x 22"	All classes among English residents.
Courrier Theatral	1921	MD—French	2,000	4	10½ x 15*"	All classes.
La Depeche Marocaine	1905	ED—French	3,000	4	68 x 40 cm.	General.
El Eco Mauritano	1888	SW—Spanish	1,000	4	12½ x 19½"	General.
Heraldo de Marruecos	1924	MD*—Spanish	4,500	6	108 x 88 cm.	General.
El Porvenir	1900	ED—Spanish	2,000	4	50 x 38 cm.	General.
Tangier Times	1926	W—English	400	6	11 x 17"	British colony, merchants and retired people.

(Continued on page 346)

ADVERTISING MEDIA OF AFRICA

CANARY ISLANDS

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers						
LAS PALMAS						
Diario de las Palmas	1802	MD-exS—Spanish...(E)	3,500 L	4	24 x 18"	General public.
La Provincia	1909	MD-exMon—Spanish...(E)	3,500 L	12	24 x 18"	General public.
El Tribuno	1904	MD-exS—Spanish...(E)	3,000 L	4	24 x 18"	General public.
SANTA CRUZ (Tenerife)						
Gaceta de Tenerife	1892	MD—Spanish...(E)	4,300 L	2	17½ x 25¼"	General public.
La Prensa	1910	MD—Spanish...(E)	10,000 L	6-8	16 x 23¾"	General public.
El Progreso	1901	ED—Spanish...(E)	4,000 L	4	16 x 22½"	General public.

PORTUGUESE EAST AFRICA

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
BEIRA						
The Beira News	1905	SW—English and Portuguese	1,000	4 2	22½ x 17½"	English and Portuguese.
LOURENCO MARQUES						
O Brado Africano	1919	W*—Portuguese and Native (Longa)	700	4	24 x 15"	Portuguese and natives.
O Emancipador		W—Portuguese	500	4	15 x 11"	Portuguese; workmen.
Imparcial	1921	W—Portuguese	800	4	19 x 12"	Portuguese.
Journal do Comercio	1914	W—Portuguese	600	4	25 x 16"	Portuguese.
The Lourenco Marques Guardian	1905	Tri-W*—Portuguese and English (E)	1,200 R	6-8	22½ x 17½"	Portuguese and foreigners reading English, or Portuguese.
Noticias	1926	MD*—Portuguese (E)	1,500 R	4-8	12 x 20"	All classes—principally Portuguese.

TUNISIA

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
TUNIS						
La Depeche Tunisienne	1888	MD*—French	20,000	6-8	60 x 44 cm.	All classes.
Le Petit Matin	1923	MD*—French	10,000	6	62 x 43½ cm.	All classes.
La Tunisie Francaise	1886	ED*—French	6,000	4	46 x 60 cm.	Manufacturers.
L'Unione	1885	ED*—Italian	10,000	4	46 x 60 cm.	Italian population.

EGYPT

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
Newspapers						
ALEXANDRIA						
Al-Bassir	1897	ED—Arabic	7,000	6-8	47 x 62 cm.	Merchants and business men.
Al Tigara	1916	W—Arabic	3,000	4	23½ x 18½"	Egyptian merchants.
Bourse Egyptienne (Alexandria Edition)	1900	ED—French	3,000	6	24½ x 18½"	General public.
Messaggero Egiziano	1874	ED—Italian	12,000	4	21 x 16"	General public.
Cinegraph Journal	1910	W—French	4,000	4	17½ x 22½"	General public.
Le Dodecanese (Organ of the Dodecanese Union)	1925	W—Greek and French	3,500	4	15 x 21"	Greek politicians and merchants.
L'Economiste Egyptien (Ex-Bulletin Commercial)	1902	W—French	1,000	10-12	50 x 30 cm.	Business men and merchants.
The Egyptian Gazette (U. S. 3) (Alexandria Edition)	1880	MD—English	8,000	8	24 x 18"	General public.
Ephimeris	1910	ED—Greek	3,500	4	21¼ x 16¾"	Greek business men and politicians.
Journal Commercial Egyptien (Al-Garida El-Tigarieh El-Misrieh)	1921	ED—Arabic	3,000	4	22½ x 16"	Egyptian merchants.
Journal du Commerce et de la Marine	1910	ED—French	1,500 X	4	22 x 15½"	Commercial houses and merchants.
Maalesh	1923	W—French	6,000	6-8	56 x 40 cm.	General public.
Le Phare Egyptien	1925	MD—French	4,000	4-6	17½ x 22½"	General public.
La Reforme	1896	MD—French	4,500	6	18 x 25"	General public.
Tachydromos—Homonia	1880	ED—Greek	8,500	6-8	20½ x 13"	General public.
Wadinnil	1900	ED—Arabic	11,000	6-8	60 x 90 cm.	General public.
Trade Publications						
Cinema d'Orient	1924	M—French	2,000	24-32	31 x 24 cm.	Cinema amateurs.
The Egyptian Directory (U. S. 3)	1885	Yr.—French	3,500	2,000	27½ x 19½ cm.	Banks, business men.
Journal des Tribunaux Mixtes	1910	Tri-W—French	2,000	20	12 x 9½"	Business men.
Musica ed Arte	1921	M—Italian	500	16-20	33 x 47 cm.	Italians.
The Near East Trader	1924	M—English		30	11 x 8"	Business houses, traders, importers, etc.
Newspapers						
CAIRO						
Al Ahram	1875	MD—Arabic (E)	25,000 R	8	20 x 25"	All classes.
Al Arousa (U. S. 3)	1925	W—Arabic (E)	18,000 R	10	11½ x 8¼"	Middle class of men & women.
Al Balagh	1923	ED—Arabic	35,000 Z	8	53 x 40 cm.	Every class.
Al Ittehad	1925	ED—Arabic (E)	10,000 R	8	60 x 34 cm.	Political newspaper mostly read by landowners.
Al Kachkeul	1920	W—Arabic (E)	35,000 R	20	15 x 11"	All classes of Egyptians.
Al Lataif (U. S. 3)	1907	W—Arabic	37,000	32	11¼ x 8½"	
Al Lataif Al Musawara	1915	W—Arabic (E)	32,000 R	32	11½ x 8¼"	All classes.
Al Mokattam	1894	MD*—Arabic (E)	22,000 R	8	60 x 45 cm.	All classes.
Al Mussawar	1924	W*—Arabic	30,000	24	24 x 33 cm.	Popular.
Al Siassa	1922	MD—Arabic (E)	30,000 R	8	65 x 50 cm.	All classes.
Al Wattan	1878	D—Arabic	10,000	8	60 x 48 cm.	Middle class.
La Bourse Egyptienne (Cairo Edition)	1903	ED—French	8,000 Z	8	18 x 24"	All classes.
Clio	1916	MD—Greek (E)	3,000 R	4	37 x 26"	All classes of Greek.
The Egyptian Gazette (Cairo Issue)	1880	MD—English	8,000 R	8	18 x 24"	Best class of English-speaking people.
Egyptian Mail	1901	D—English		6	21 x 15½"	British officials, residents, tourists and troops.
L'Imparziale	1892	ED—Italian (E)	2,000 R	4	65 x 50 cm.	All classes.
L'Information	1925	MD—French (E)	2,000 R	6	30 x 52 cm.	All classes.
Le Journal du Caire	1897	MD—French	4,000 Z	6	60 x 50 cm.	Foreign colonies.
Kairon	1873	ED—Greek	5,500 Z	4	37 x 26"	All classes of Greek.
Kawkab El Shark	1922	ED—Arabic	18,000 Z	8	60 x 50 cm.	Particularly students.
Misr	1895	ED—Arabic (E)	8,000 R	4	18½ x 24¼"	All classes.
Phos	1901	D—Greek		4	22 x 15¾"	Greek business men and Greek residents in Egypt.
Le Revell	1925	MD—French	4,500 Z	6	39 x 52 cm.	All classes.
Magazines						
Al Mektataf	1876	M—Arabic	10,000 Z	120	24 x 16 cm.	Middle class.
Magazine Egyptien	1925	W*—French (E)	12,000 R	36	20 x 27 cm.	Members of Royal Auto. Club of Egypt and general public.
Nilos	1922	W—Greek (E)	2,500 R	24-32	34 x 25 cm.	All classes.
El Rewayat El Mussawara	1921	W—Arabic (E)	5,000 R	34	20 x 28 cm.	Higher and Middle class; mostly young ladies.
The Sphinx	1893	W—English (E)	3,000 R	32	10½ x 8¼"	Wealthier British, American and natives.
Trade Publications						
Bulletin Pharmaceutique	1918	M*—French and Arabic ..(E)	1,000 R	40-60	24 x 15 cm.	Physicians, surgeons and midwives.
L'Egypte Industrielle	1925	M—French and Arabic ..(E)	500 R (From Nov. to June)	140	8 x 11"	Egyptian manufacturers and engineers.
La Presse Medicale	1910	SM—French	3,000		13½ x 8½"	Members of the medical and allied professions.
La Revue Medicale de l'Orient	1922	M*—French and Arabic ..(E)	2,300 R	28-32	8 x 11"	Physicians, surgeons.
Newspapers						
PORT SAID						
Le Messager	1920	SW—French	500 Z	4	22½ x 14½"	Europeans.
Neos Syndesmos (New League)	1888	W—Greek	700 Z	4	16 x 22½"	Greeks.
Nouvel Echo de Port Said	1912	W—Greek	1,000 Z	4	22½ x 16½"	Greeks.
La Verite	1893	ED—French	500 Z	4	16 x 22½"	Europeans—principally officials and business men.

UNION OF SOUTH AFRICA

Name of Paper	Date Established	Issued and Language	Average Circulation	Average No. of Pages	Size of Page	Reader Influence
ABERDEEN						
Die Nuwe Tyd	1904	W—Afrikaans		4 & Supplement	22 x 20"	Rural and city.
BARBERTON						
The Gold Field News	1886	SW*—English	1,000	4	24 x 20"	Town, mining and farming.
BEAUFORT WEST						
The Courier	1869	W*—English and Dutch (Afrikaans) (E)	2,000 A	10	21 x 13"	Railway engineers, farmers and tradesmen.
BENONI						
Benoni City Times and Benoni Volksblad	1921	W*—English and Dutch		8	26 x 18½"	Town and country—general public.
BETHLEHEM						
The Express and Bethlehem District News	1917	W*—English and Afrikaans.	600	10	18 x 22"	Dutch and English.
BLOEMFONTEIN						
The Friend	1850	MD*—English		12	21¼ x 15½"	All classes.
The People's Weekly	1915	W*—English	5,000	8	Demy	Household weekly.

(*Continued on page* 347)

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UNION OF SOUTH AFRICA (Cont'd)

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
Die Volksblad (U. S. 3)	1914	MD*—Dutch (Afrikaans)	11,000	8	22 x 18"	All sections of Afrikaan speaking population.
Vriend des Volks	1906	SW*—Afrikaans		8	21½ x 15½"	All classes, Dutch speaking.
Magazine						
Die Kerkblad (U. S. 3)	1900	BW*—Afrikaans, Dutch	4,000	20	9½ x 7"	Official organ of Dutch Reformed Church of S. Africa.
Trade Publications						
The Farmers Advocate	1903	M*—English	15,000	88	6½ x 11½"	Progressive farmers.
The Farmers Weekly	1911	W*—English		112	13 x 8¾"	All classes agricultural community.
The Homestead	1911	W*—English		48	8¾ x 6"	Women, all classes.
Motor Weekly	1918	W*—English		48	8¾ x 6"	Private owners and the trade.
Landbouweekblad (U. S. 3)	1918	W*—Afrikaans, Dutch	16,000	64	13 x 8⅞"	Farmers and country people in general.
The South African Poultry Magazine	1911	M*—English	6,000	48	Demy	English.
Newspapers		**BULAWAYO**				
The Bulawayo Chronicle	1893	W & MD*—English		30 8	Weekly Daily	General mining.
		CALVINIA				
Het Noord Western Calvinia	1916	W—English and Afrikaans	700 A	8		All classes.
		CALEDON				
Caledon Venster	1925	W*—English and Afrikaans	1,500 A	6-8	Demy	All classes.
		CAPE TOWN				
Cape Argus	1857	ED—English (Mon. to Fri.)	(E) 25,000 A	16	22¾ x 18½"	All classes.
		W-Sat*—English		42		
Cape Times	1876	MD*—English	(E) 30,000 A	12-24	25 x 18"	
Die Burger (U. S. 3)	1914	MD*—Afrikaans	23,500	10	16¼ x 24"	Afrikaans speaking population, principally agriculturists.
		SW* (Country edition)	30,000	16		
Ons Weekblad	1886	W*—Afrikaans and Dutch	(E) 5,000 A	24	17 x 11"	Mostly farmers.
Magazines						
The Cape	1907	W—English	(E) 4,000 A	35	9¾ x 12½"	Cape Town Society circles.
De Goode Hoop	1902	M—Afrikaans and Dutch	(E) 1,000 A	50	8¾ x 6¾"	Women's official Christian organ.
Die Huisgenoot (U. S. 3)	1915	W*—Afrikaans	35,000	64	11 x 8"	All classes Afrikaan speaking population.
Trade Publications						
Architect, Builder & Engineer (U. S. 3)	1918				16¼ x 6¼"	High class.
Industrial & Commercial South Africa (U. S. 3)	1907	M*—English	5,000	56-64	10 x 8¼"	Manufacturers.
The South African Fruit Grower	1912	M—English	8,000	40	12 x 9"	Fruit growers, exporters, and farmers.
South African Gardening and Country Life	1910	M—English	10,000	44	12 x 9"	Household class.
The South African Nation (U. S. 3)	1924	W*—English	8,500	24	11 x 7"	Best class.
The South African Review	1890	W—English	40,000	24-28	14 x 10"	Professional.
Die Unie (U. S. 3)	1906	M*—Afrikaans, Dutch	3,000	30	7½ x 5½"	Official organ of So. African Teachers' Union.
Newspapers		**DURBAN**				
The Guardian	1921	W*—English	5,000	8	17⅝ x 22¼"	Laboring class.
The Latest	1908	W*—English	14,000	18	20¼ x 27½"	All classes.
The Natal Advertiser	1880	ED*—English	(E) 17,000 A	18	18⅝ x 22¾"	All classes.
The Natal Mercury	1832	MD*—English	20,000	20	27½ x 20⅝	All classes.
The South African Woman's Weekly	1922	W—English	24,000	20	13¾ x 20⅝"	All classes of women.
Trade Publications						
The Natal Motorist (U. S. 3)	1918	M*—English	2,500	50	11¼ x 8⅝"	All classes.

(Continued on page 348)

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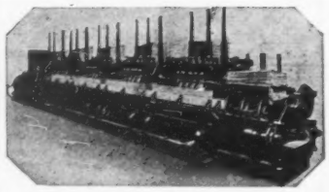

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ADVERTISING MEDIA OF AFRICA

UNION OF SOUTH AFRICA—Continued

Name of Paper	Date Established	Issued and Language	Circulation	Average No. of Pages	Size of Page	Reader Influence
The South African Cotton Growers' Journal and Sub-Tropical Planter	1924	M*—English	4,000	50	8½ x 11"	Those interested in cotton and agriculture.
The South African Sugar Journal (U. S. 3)	1917	M*—English	4,000	70	8½ x 11"	Those interested in sugar industry.
Newspapers						
EAST LONDON						
East London Daily Dispatch	1872	MD*—English	10,000	12	26 x 19½"	Farmers, merchants, traders, manufacturers and domestic.
ERMELO						
Eastern Star	1923	W—Dutch and English	1,000	12	14 x 20"	Farming community.
GEORGE						
George and Knysna Herald	....	W—English	(E) 1,500 X	4	20 x 26"	Official gazette
HARRISMITH						
Harrismith Chronicle	1903	W*—English and Afrikaans	.....	8-10	Crown Sheet	General public.
HEIDELBERG						
The Heidelberg News	1895	W*—English and Dutch	400	4	Demy	Agricultural, mining and agricultural.
JOHANNESBURG						
The Rand Daily Mail	1902	MD*—English	40,000	14	17½ x 22"	General English speaking public.
The Star	1886	ED*—English	50,000	16-24		
The Sunday Times	1906	W*—English	80,000	50	18 x 21½"	All classes.
Magazines						
The Zionist Record	1908	W*—English	5,000	28	11 x 7"	South African Jews.
Trade Publications						
The Caledonian	1922	M*—English	5,100	24	8 x 5⅝"	All classes.
Journal of the Chemical, Metallurgical & Mining Society of South Africa	1894	M*—English	900	28	9½ x 7½"	Scientist and technologists engaged in chemistry, etc.
Journal of the South African Institution of Engineers	....	M—English	700	..	5½ x 8"	Engineers and scientific.
The Licensed Victuallers' Gazette	....	SM*—English	1,500	20	9½ x 14"	Hotelkeepers
M. T. A. Bulletin	1920	M—English	1,600	32	9¼ x 7"	Motor traders.
The Mining and Industrial Magazine of Southern Africa	1925	BW*—English	.....	44	11¼ x 7½"	General.
Radio (U. S. 3)	1923	M—English	.....	24	6¾ x 9¼"	Radio trade
The Reef	1915	M*—English	6,200	44	9½ x 7"	Employees on the mines.
South African Banking Magazine	1917	M*—English	4,600	28	8½ x 6¼"	Bank officials mainly.
The South African Bee Journal	1921	M—English	.....	16-20	.....	Bookkeepers throughout Africa.
The South African Builder (U. S. 3)	1923	M*—English	1,500	56	13 9"	Builders
The South African Engineer (U. S. 3)	1910	M*—English	3,000	48-52	9 x 7"	Engineers and contractors.
South African Mining and Engineering Journal	1891	W*—English	5,000	40-44	11 x 7½"	Engineers, mining officials.
The South African Mining Material Exchange	1893	M—English	1,000	64	11 x 7½"	Mine managers, engineers, collieries, etc.
South African Mining Review	1906	M*—English	4,000	65	11 x 8½"	Mining, engineering and financial.
The South African Motorist (U. S. 3)	1909	M*—English	.....	60	12 x 10"	Motorists.
South African Railways and Harbours Magazine	1906	M—English and Afrikaans	5,000	300	6 x 7½"	Railway employees.
Newspaper						
KIMBERLEY						
Diamond Fields Advertiser	1878	MD*—English	.....	8 (Daily) 16 (Sat.)	24 x 15"	All classes.
KING WILLIAM'S TOWN						
The Cape Mercury	1875	.....	.....			
KLERKSDORP						
The Klerksdorp Record	1889	W*—English with some Afrikaans	.....	8	22½ x 17½"	Business men
KRUGERSDORP						
The Standard and West Rand Review (U. S. 3)	1898	BW—English and Afrikaans	.....	6	22½ x 17½"	
LADYBRAND						
Ladybrand Courant	1905	W*—English & Afrikaans	2,500	8	22½ x 7½"	All classes, farmers predominating.

(Continued on page 349)

Circulation Managers!
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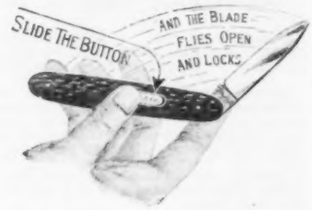

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UNION OF SOUTH AFRICA—Continued

Name of Paper	Date Established	Issued and Language	Average Circulation	No. of Pages	Size of Page	Reader Influence
Magazine						
Huis En Haard	1926	M*—Afrikaans	4,000	48	9½ x 7½"	Dutch speaking public.
Newspaper						
		LUDERITZBUCHT				
Luderitzbuchter Zeitung	1909	ED*—German	(E) 700 A	2-4	15½ x 10¾"	Particularly German community.
		MALMESBURY				
Die Zwartlander	1914	W—English, Dutch & Afrikaans.	1,600 Z	8	Double demy	Commercial and farming.
		MIDDELBURG				
The Middelburg Echo	1905	W—English	500	6	.....	General.
De Middellander	1915	W*—English and Dutch	.....	8	22½ x 30"	General, especially farmers.
Middelburg Observer (U. S. 3)	1903	W*—English and Dutch	4,000	8	Demy.	English and Dutch farmers and coal miners.
		OUDTSHOORN				
Oudtshoorn Courant	1879	SW—English and Afrikaans	3,000	6-8	22½ x 18"	Town and country.
		PORT ELIZABETH				
Eastern Province Herald	1845	MD & ED—English	7,500	12	24 x 17"	General.
The Port Elizabeth Advertiser	1867	SW*—English	6,500	8		All classes.
Magazines						
The New State (U. S. 3)	1922	M*—English	.....	64	8¼ x 5¾"	Best class.
Newspaper		**PIETERMARITZBURG**				
The Natal Witness	1846	MD — ED*—English	(E) 15,000 A	20	19½ x 26½"	All classes.
		POTCHEFSTROOM				
The Potchefstroom Herald	1881	SW*—English	.....	8-10	Demy	Commercial.
De Westelike Stem	1915	W*—Dutch	.....	8	Demy	Farmers.
		PRETORIA				
Ons Vaaderland	1915	SW*—Afrikaans	10,000	12-16	Double Demy	Farmers and townspeople.
De Volkstem (U. S. 3)	1873	ED & SW*—Afrikaans	.....	4 16	Daily SW	Dutch speaking citizens.
Magazines						
Der Deutsche Africaner	1921	W*—German	5,000	28-32	Demy Quarto	German community.
Trade Publications						
Die Boerevrou	1919	M*—Dutch	6,000	56	11½ x 7"	Farming community.
The Farmer's Gazette (Die Boore Koerant)	1922	W*—English & Dutch	9,500	36	11 x 9½"	Better class of farming population.
Farming in South Africa (U. S. 3)	1910	M*—English & Dutch	20,000		12 x 7"	Practically all farmers in the country.
Newspaper		**PRIESKA**				
Northwestern Press	1910	W—English & Afrikaans	300	12	14 x 8"	Farmers and commercial men.
		RUSTENBURG				
Rustenburg Herald	1924	W—English & Dutch	700	10-12	15 x 10"	Farmers.
		SALISBURY				
Rhodesia Herald	1893	MD & W*—English	.....	10-D 36-W	16 x 20"	All classes.
Newspapers		**SOMERSET EAST**				
Somerset Budget	1886	SW*—English & Dutch	.....	4	20 x 25"	General.
		UITENHAGE				
Uitenhage Chronicle	1874	W*—English & Dutch	2,500	6	24 x 18"	General.
		UMTALI				
The Rhodesia Advertiser	1893	MD & W*—English	300 D 600 W	4-D 8-W	22 x 15	English.
		WINDHOEK				
Allgemeine Zeitung	1920	Tri-W*—German	1,000	6	16 x 11½"	Whole population.
Windhoek Advertiser	1920	SW*—English	(E) 450 X	4	16 x 11½"	Whole population.
		WITBANK				
Witbank Advertiser	1918	W*—English with Dutch Ads.	500	6	20 x 13"	Business men.
		WORCESTER				
Worcester Advertiser	1880	W—English & Afrikaans	(E) 1,500 A	8	20 26"	General—especially farmers.
Worcester Standard	1894	W—English & Afrikaans (Mainly English)	(E) 2,000 A	8	26 x 20"	Commercial, industrial and agricultural.
		ZULULAND				
The Zululand Times	1907	W*—English	1,300	8	22½ x 17¼"	Chiefly sugar planters and cotton growers

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Newspaper map has changed

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Evening	252,068
Morning	246,750
Sunday	289,367
Weekly Star	476,000

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Into millions of minds a year, through the columns of hundreds of newspapers, all over the world, Adams Features have crept their way. And these features have helped to make better human beings and better newspapers.

On Lincoln's birthday in 1907 first appeared "The Eyes of Lincoln" by Walt Mason, and for these twenty years this sweet and joyous rhymster has frolicked in millions of minds, and the nation and the world have been happier for the play of this poet. Millions still read Walt Mason in over a hundred newspapers daily.

Then came the essays of the beloved George Fitch establishing a new vein in American humor. This feature was followed by that rural philosopher George Bingham, the quaint, inimitable bits of "The Cheerful Cherub," the wholesome talks by Ruth Cameron, "Little Benny's Notebook" by Lee Pape, glorifying the "mud-pie days" of the American boy, stick-fuls of inspiring hope for the steady and unsteady by George Matthew Adams himself, and Edgar A. Guest, America's much loved "Eddie," whose poems are now being read by more people daily than any living poet.

George Matthew Adams has hunted out, discovered, and helped develop more famous newspaper features than any other single individual during this 20 years. And with one idea in mind—to give newspaper readers the best and most wholesome feature matter possible, and thereby helping to increase the respect and loyalty of millions of readers of newspapers.

It is much more difficult to sell a feature to the Adams Service than it is to sell that feature to the newspapers after it has been accepted. The Adams Service has been one of standards. It has never sacrificed these standards merely to make money—and it never will.

Adams Features have done much to make newspapers interesting and more widely read. They have aided in institutionalizing the modern press, and giving to it its vast circulations. Without wide circulation, advertising to these newspapers would be almost impossible which would mean no profit. And profit means a good newspaper backed by ideals and leadership of thought and opinion.

Adams Features are now read daily by upwards of 75,000,000 people. They appear in approximately 600 papers, in over 40 states, throughout Canada, and in many papers of Europe. The Adams' Staff now numbers nearly 50 artists and writers. Some feature for every type of mind and age. Through its selective plan of selling features a newspaper buys no feature from the Adams Service that it does not use. Adams' features are not "fillers." If, through some mishap, an Adams Feature fails to arrive in a subscribing newspaper office, it is at once missed, first by the editor, and then by his readers.

Write to George Matthew Adams and ask him personally to suggest a feature plan for your newspaper.

The George Matthew Adams Service

250 Park Avenue, New York

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